

# Wellington Alexander

UI/UX Designer

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## Professional Summary

Hi, I'm Wellington Alexander, a seasoned **UX/UI Designer with over 14 years of experience** in crafting intuitive, user-centred designs. My journey began in the early days of web design, and since then, I've evolved into a multidisciplinary designer with expertise spanning **UX research, UI design, and front-end development**.

I specialise in solving complex design challenges by merging aesthetic creativity with data-driven insights. With experience across diverse industries and cultures in **Europe and South America**, I bring a global perspective to every project. My leadership and collaborative skills enable me to align design strategies with business goals, delivering solutions that enhance **user engagement by up to 45%**.

## EXPERIENCE

### Habitus Health – Cork, Ireland

*UI/UX Engineer*

*February 2024 – November 2024*

At Habitus Health, I drove UX/UI design strategies to enhance workplace wellness technology, focusing on creating user-centred, intuitive digital experiences.

- Conducted comprehensive **UX audits** and restructured the information architecture, improving usability and engagement.
- Developed a **3D simulation for ergonomic education** using Blender and Python, integrating innovative design with automation.
- Enhanced visual hierarchy and brand consistency across platforms, ensuring a cohesive user experience.

### eir Ireland – Dublin, Ireland

*Lead Product Designer*

*July 2021 – February 2024*

As Lead Product Designer, I spearheaded the UX design process for eir's digital platforms, optimising user journeys across touchpoints.

- Led the **end-to-end UX strategy**, driving consistent design improvements through data-driven insights.
- Implemented **agile methodologies** for cross-functional collaboration and iterative design delivery.
- Delivered a customer support interface recognised as one of the best in the **telecom industry globally**, improving user satisfaction and operational efficiency.
- Designed scalable **design systems** and streamlined workflows for consistent digital experiences across multiple platforms.



# Matrix Internet – Dublin, Ireland

UI/UX Designer

February 2019 – July 2021

Joined Matrix Internet’s innovative team, revolutionising web design for global clients.

- Delivered **UX audits** to identify user pain points and provided actionable recommendations.
- Created **wireframes, interactive prototypes, and hi-fidelity UI designs** using Figma.
- Established **style guidelines** ensuring brand consistency across platforms.
- Designed engaging digital marketing assets for social media campaigns.

# Point Blank Ltd – Dublin, Ireland

Front-End & UI/UX Designer

January 2016 – February 2019

Played a pivotal role in delivering innovative digital solutions for Point Blank’s flagship products.

- Designed and implemented user-centric interfaces for the **Time & Attendance platform**.
- Conducted **usability testing** and **stakeholder presentations** to refine design outputs.
- Collaborated with development teams, applying **HTML/CSS/SASS** to ensure pixel-perfect execution.

# Transend LDA – Lisbon, Portugal

UX Designer & Front-End Developer

June 2015 – January 2016

Worked with Docsmart.AI, a leader in AI-driven solutions, to design and prototype data-rich interfaces.

- Created the **information architecture** and presented new UI/UX concepts to stakeholders.
- Utilised Sketch, HTML5, CSS3, and Bootstrap to deliver back-end prototypes.

# Kionux Soluções em Internet – Foz do Iguaçu, Brazil

UX Front-End Developer

June 2013 – May 2015

Designed and developed user-friendly digital products for international clients.

- Delivered **mockups, prototypes, and high-fidelity UI designs** for e-commerce and marketplaces.
- Improved user experiences with innovative, **SEO-friendly designs**.

# Virtualiza São Paulo – São Paulo, Brazil

Front-End Developer

April 2012 – December 2012

Redesigned e-commerce projects for leading brands, enhancing usability and interaction design.

- Conducted usability testing and created detailed user journeys.
- Produced hi-fidelity prototypes and collaborated with QA teams to ensure smooth deployment.

# Diretriz Feiras e Eventos – Curitiba, Brazil

Web Designer

April 2011 – December 2011

Led the online design for one of Brazil's top trade show organisers.

- Developed and maintained websites, boosting event visibility and user engagement.
- Delivered complete redesigns aligned with brand guidelines.

# UniBrasil Centro Universitário – Curitiba, Brazil

Web Designer

August 2010 – April 2011

Created and maintained user-friendly digital interfaces for the university's platforms.

- Designed over 50 unique icons and conducted usability testing to ensure seamless interaction.
- Produced HTML/CSS prototypes and collaborated with stakeholders to improve the digital experience for students and staff.

## EDUCATION

# UNICURITIBA – Curitiba, Brazil

Associate Degree in Graphic Design

2011 – 2013

## TOOLS I USE

Figma, Sketch app, Miro, Jira, Medium, Notion, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Blender, Spline Design, Hotjar, VS Code, PHP Storm, Git, and Github.

## KEY COMPETENCIES INCLUDE

- Product Design & UX Strategy
- UX Research & Information Architecture
- Prototyping & Visual Design
- Front-End Development (HTML/CSS/React.js)
- Critical Thinking & Problem Solving

## CORE COMPETENCIES

- Accessibility & Inclusive Design: WCAG 2.1/2.2, EN 301 549, usability testing, ARIA
- Design Systems & Tools: Figma, Sketch, library management, asset organisation
- UX Research & Analytics: Prototyping, usability testing, user interviews
- Front-End Development: HTML, CSS, JavaScript (React.js in progress)
- Design Metrics & Workshop Facilitation
- Languages: Portuguese (Native), English (Professional Proficiency)