

Gabriel Patrocínio

Portfolio Presentation





Gabriel Patrocinio

35 years old, Brazilian
Living in Lisbon

Hobbies:

- Playing Video Game,
- Lettering and Calligraphy,
- Try to understand my cat,

Curiosity:

- Bass guitar in J-Rock Band,
- Learned to ride a bike in 2021,
- "Duck" is my nickname,

Quote:

- "In love with the problem,
curious about the process,
learning with the solution."

University

PhD. Visual Arts – Metamedia & Design
2022 – Universidade de Évora, Portugal

Postgraduate User Experience and Beyond
2022 (In Progress) – PUCRS, Brasil

Postgraduate Digital Design
2018 – Universidade Estácio de Sá, Brasil

MBA Communication and Marketing
2017 – Universidade Estácio de Sá, Brasil

Bachelor Visual Arts
2013 – UFJF, Brasil

Bachelor Arts and Education
2012 – UFJF, Brasil

Education

Foundations of User Experience Design
2023 (In Progress) – Google

Design Thinking: The Ultimate Guide
2023 – Interaction Design Org

UX Design and Research Essential
2023 – UX Now

User Experience: The Beginner's Guide
2022 – Interaction Design org

UX Design
2021 – Mergo

UI Design – From Wireframe to Deliver
2018 – UI Lab



Gabriel Patrocínio

Software Skills

- Figma
- Maze
- Hotjar
- Miro
- Adobe Creative Cloud

Soft Skills

- Continuous Learning
- Flexibility
- Curiosity
- Active Listener
- Team Worker
- Design Thinking
- Agile Methodology
- Usability Testing
- Research

Work Experience

UX/UI Designer | Evollu (Apr. 2022 - May. 2023) Portugal

Collaborated closely with the Product Manager and Developers to create and implement new solutions for several software in the healthcare sector.

User Interface Design | Beam Wallet (Apr. 2021 - Sep. 2021) Portugal

Responsible for creating and articulating the visual design strategy and goals for the products, aligning them with the overall business objectives and the stakeholders' requirements.

Content Writer | Sala7 Design Nov. 2015 - Currently, Portugal

Creates and publishes informative articles to highlight and help brands, events, exhibition, and projects to engage the audience in a creativity world.

Designer | Freelancer Since 2014.

Focused on the UI and UX Design to combine creative pathways to achieve the user's needs, business objectives, and metrics to deliver practical solutions.

Product Design Process



Beam Wallet

Digital Payment Method

"It operates from **smartphones** of Users, giving them immediate **cashback** with every purchase."



Understand

Context

Beam Wallet is a company from Australia, that expand their business in Portugal, in 2020, looking to the European market.

According to the stakeholders, the **Website** doesn't communicate with the new target in Portugal.

B2B  B2C

Goals

The currently Website version, are focused on investors and retail stores, not in the customer. How to communicate and attract the customer target?

- Increase users (Beamers);
- Make Beam an option as a payment method;
- More users = More stores = **More €**

Understand

Problem

How to redesign the Beam Wallet Website according with the new marketing strategy?

How to communicate the benefits of payment with Beam, to the users?

How to conduct the subscription and app download through the website?

Challenge

- Work on landing page
- Follow straightly the brand guideline;
- Highlight the cash back benefits;
- Works in desktop and mobile;
- Information for B2C should appear as a secondary information;
- Communication must be trustworthy;

Research

User Research

To understand possible customers and define the main target audience, was necessary to create with the market team, surveys and interviews to include users on the design process.

Timeline: 2 weeks of interview, tests and survey, using the currently version of the website.

Users doesn't understand the purpose and benefits of the company with the currently version of the website ;

Portuguese, 18 – 40 years old using the smartphone as first option as payment method;

Frequently used to used in funny and social moments, for example: bar, restaurant, pubs, etc.

Research

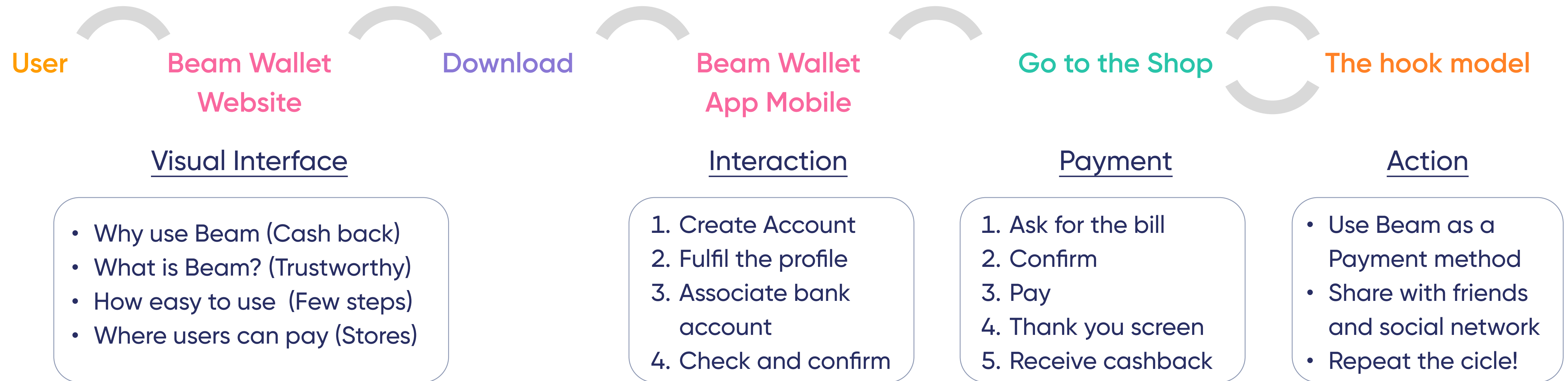
Benchmark

1. MBWay
2. Novo Banco
3. Millenium
4. Caixa Geral de Depositos
5. Paypal

- People's picture on Landing Page;
- Written strategies according to the target;
- Highlight the main benefits;
- Show how its easy to use it;
- Visual communication;
- Where it's possible to use it;
- Credibility

Ideation

User Journey



Ideation

Requirements

- Focus on Landing Page
- At least three CTA button to download the app,
- Four sections to show the benefits about Beam Wallet,
- One section to show where to use it,
- Use people and smartphones

Arq. Information

- Header –Menu
- Big Picture + CTA button
- Breath with smartphone picture
- How its easy + CTA button
- Instructions + CTA button
- FAQ
- Where to use it
- Social Media Icons
- Footer

Execution

Moodboard



**PAGAR
POUPAR
GANHAR**
Ganhe sempre ao pagar com Beam!



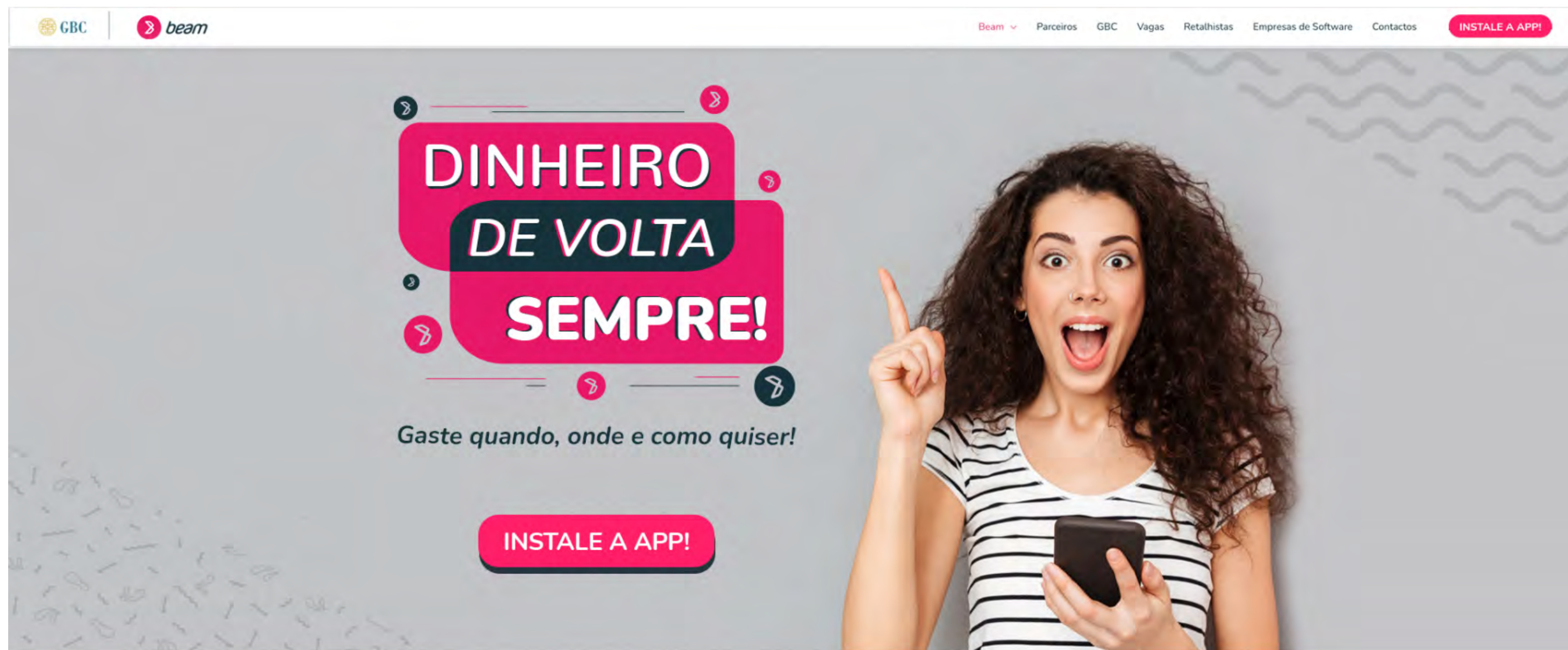
Pink
#FF2069
RGB 255 32 105
CMYK 0 96 36 0



Charcoal
#06303A
RGB 6 48 58
CMYK 93 66 56 56

Execution


User Interface Design




Execution

User Interface Design

BEAM WALLET.
RÁPIDO, FÁCIL E SEGURO.
BEAM É UMA APP QUE MELHORA SUA
EXPERIÊNCIA DE PAGAMENTO.






Associe qualquer
cartão a conta digital!



Pagamento contactless
com telemóvel!



Dinheiro e desconto
sempre!

[INSTALE A APP!](#)

Execution

User Interface Design



É FÁCIL SER UM BEAMER!

- 1 Instale a app Beam na Google Play ou Apple Store
- 2 Crie sua conta Beam
- 3 Associe até 10 cartões de débito e crédito
- 4 Desfrute de todos os seus prêmios nas lojas associadas!

SEJA UM BEAMER!

Execution

User Interface Design

DÚVIDAS FREQUENTES

Quem pode aderir ao Beam?



Como receber meus prêmios?



Como associar meu cartão?



Como fazer meus pagamentos?



Quando posso utilizar meus descontos?



Execution

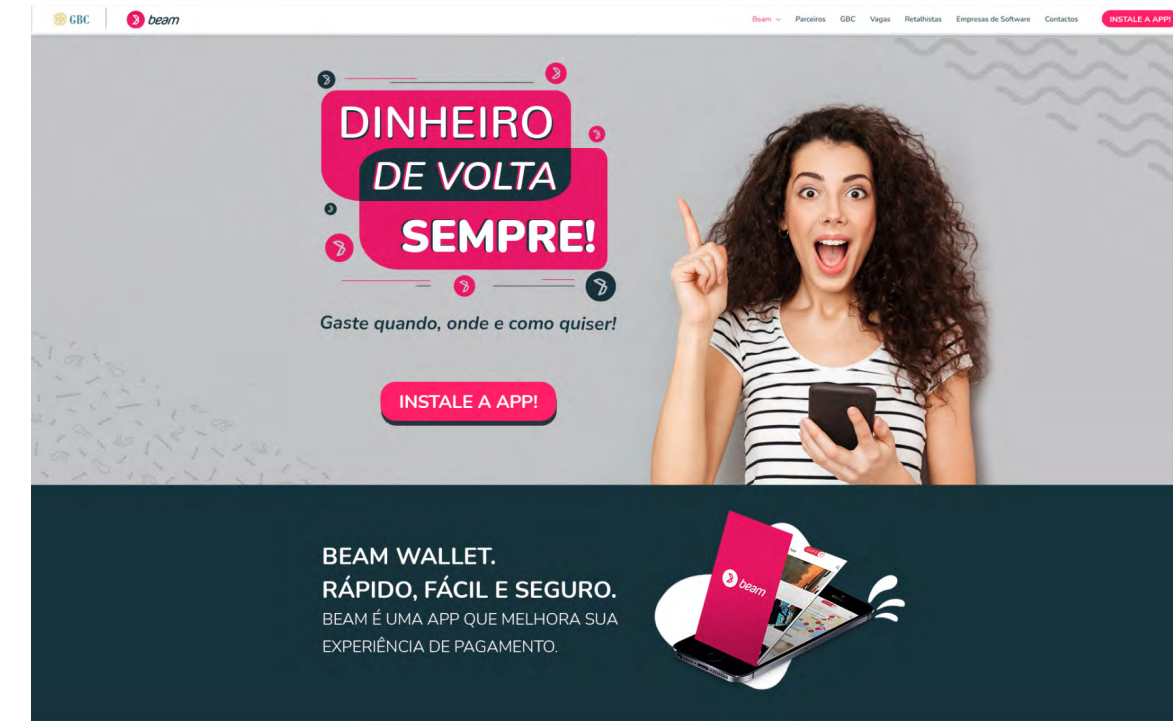
User Interface Design



Execution

User Interface Design

- Funny
- Young
- Teenager
- Simples
- Follow the brand
- More people
- Step-by-step
- CTA button
- Smartphones



INSTALE A APP!



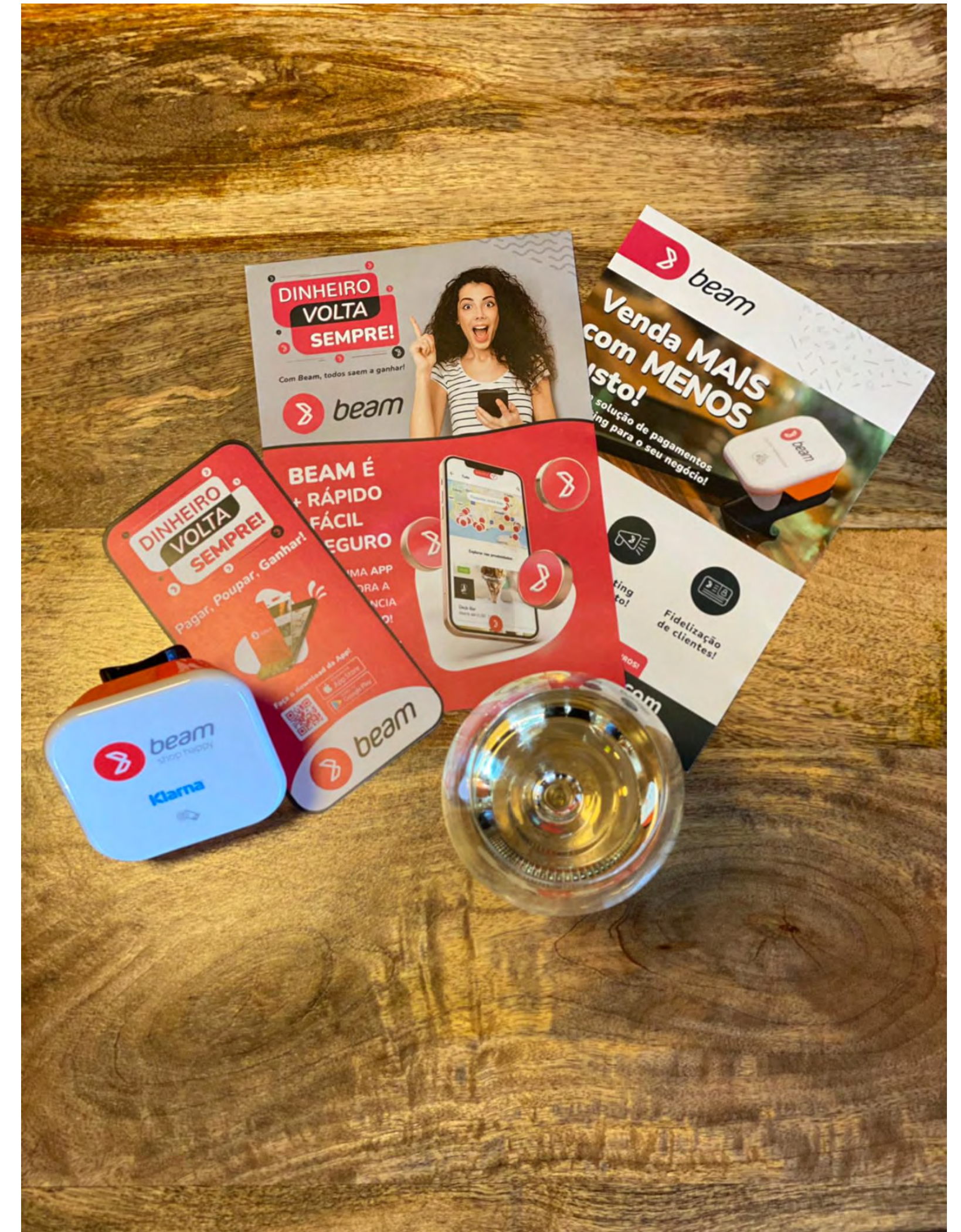
DÚVIDAS FREQUENTES

Quem pode aderir ao Beam?	+
Como receber meus prêmios?	+
Como associar meu cartão?	+
Como fazer meus pagamentos?	+
Quando posso utilizar meus descontos?	+



Execution

Print and Social Media



Learn

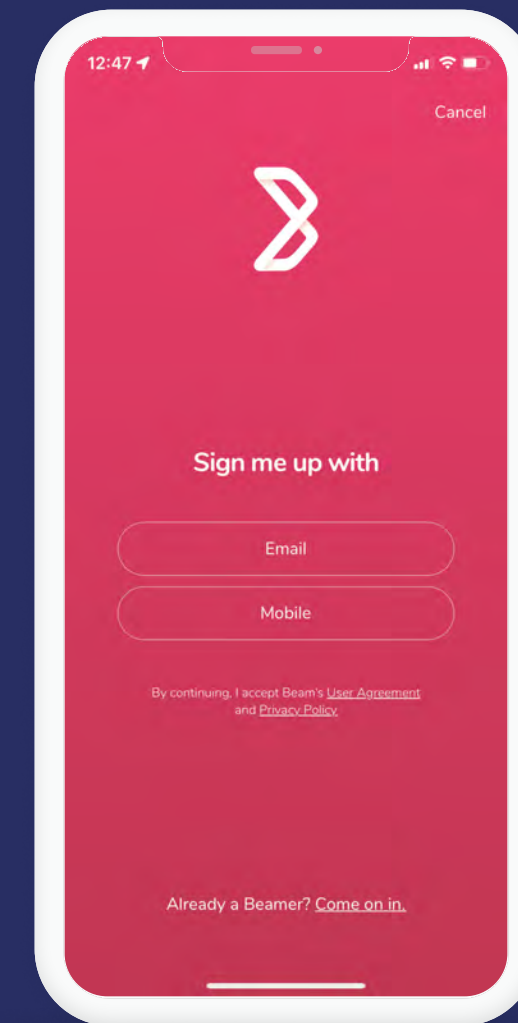
Results

According to the marketing research, the communication was changed to stay close to the main target.

It was necessary to redesign the landing page of the Website, and catch the attention for the new users.

Beam Wallet App

Incremental Improvement



Understand

Context

After the Redesign Website, with more Beamers/Users signed-up, stakeholders follow the journey, was applied a survey to measure the experience about the app.

Was detected that users missed some options to engage the experience with the shop and business place.

Goals

The currently version of the Beam Wallet app Mobile, its works, but users are not create functional connections with the commerce places.

- Emphasis on the rewards
- Engage users with the store

Understand

Problem

How to improve some features about the business place on the app mobile?

Which strategies it will be applied for it?

New features? New options? Redesign?

Challenge

- Collect information from the Beamers
- Propose the incremental features
- Design an MVP to see how it works
- Navigation test with users
- Analyse the results

Research

User Research – 15 users

User Interview

- 5 new users
- 7 used at least 3 times
- 3 used more than 4 times

Usability Testing

- User thinks aloud

Card Sorting

- Open Card Sort

A/B Test

- Guideline for some solutions

Survey

- Measure the experience and expectations about the features

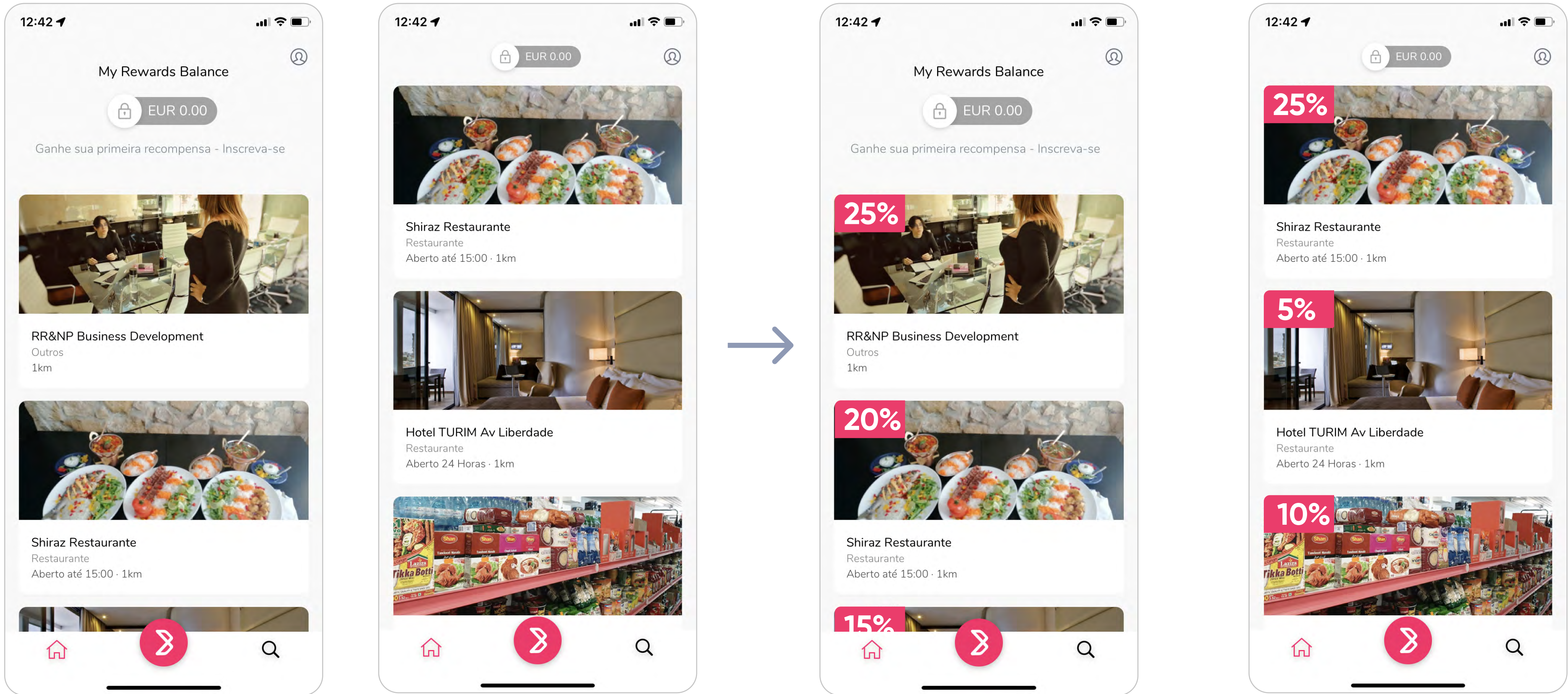
Ideation

User Journey



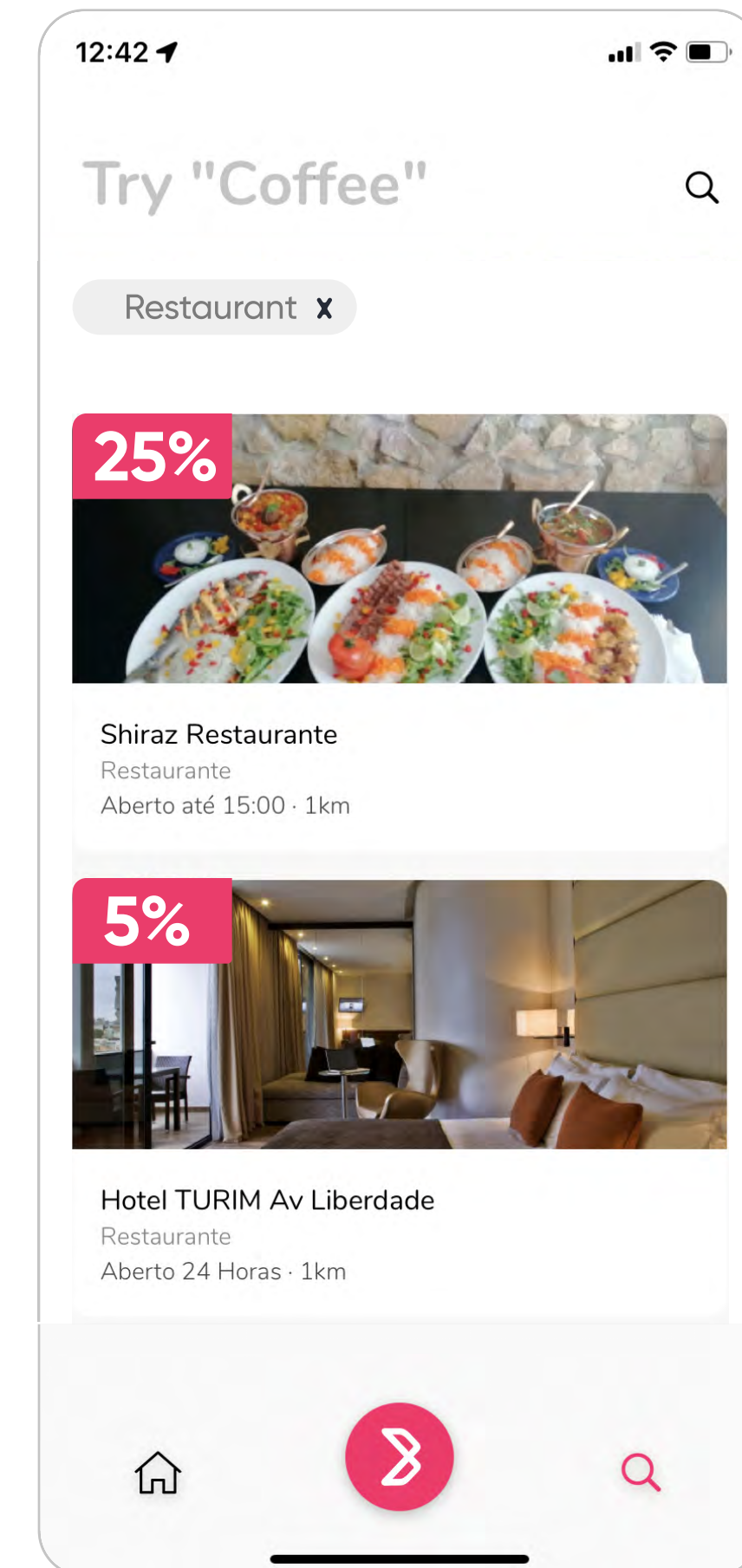
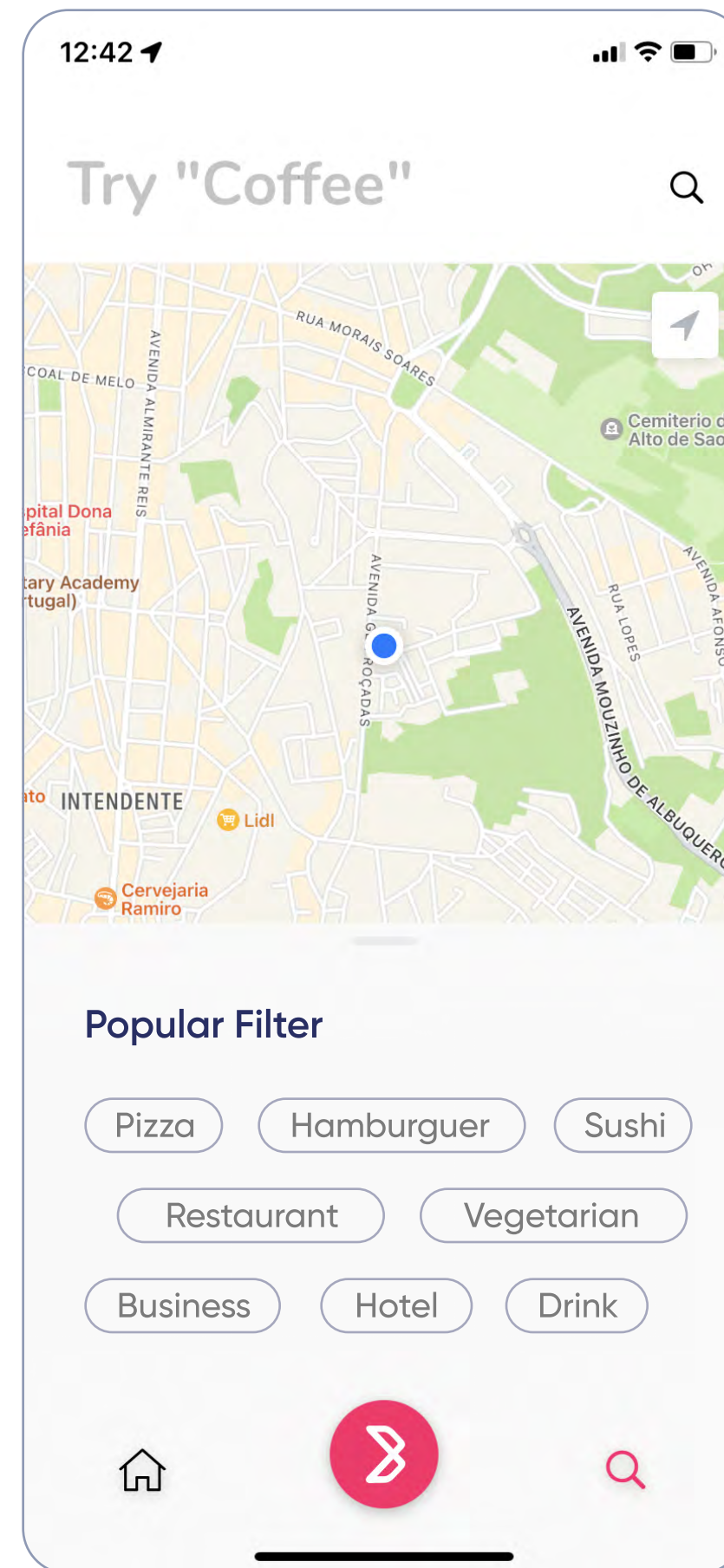
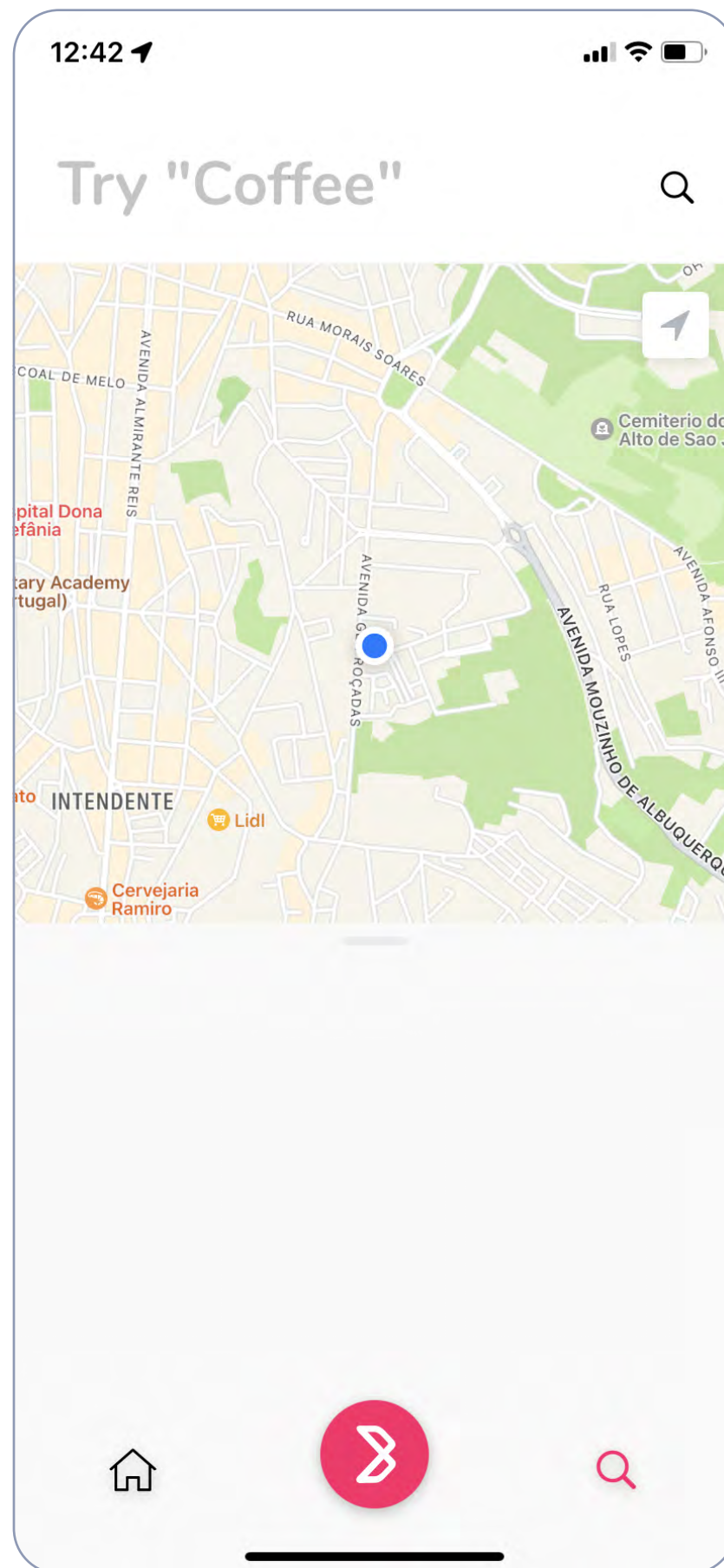
Execution

User Interface Design



Execution

User Interface Design



Learn

Results

We applied the usability test according with the high level and interactive prototype, guide the users to complete some tasks about it.

- We used speak out loud to collect some informations to guide us to the next steps
- Was detected that is necessary to have the filter

Learnings

Users are important part of Design process,

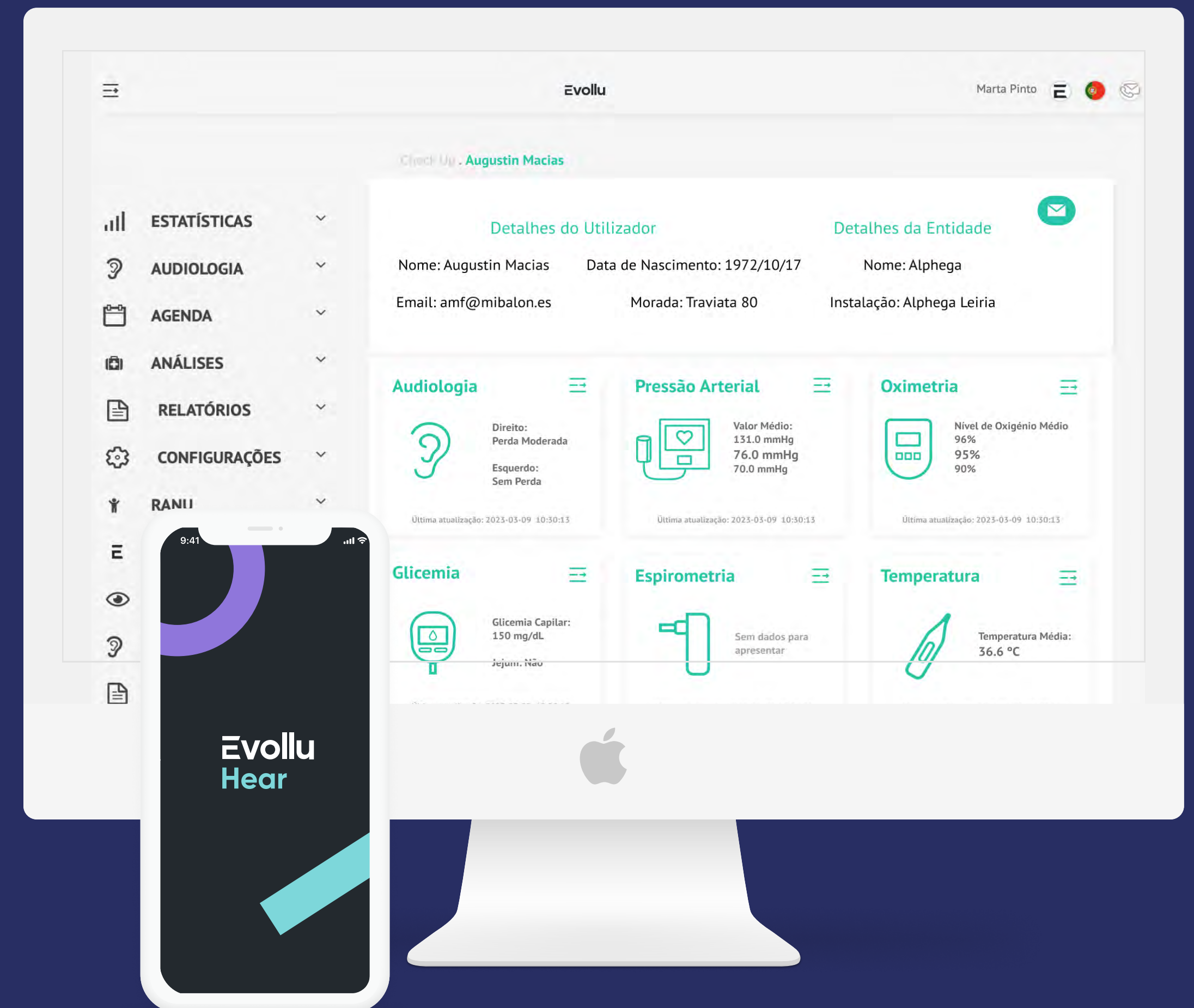
You can see the result when the product and few the **value** in the end,

Every kind of research must be documented

Evolu

Healthcare Software

"Healthcare technology company that offers solutions both end consumers and professionals in the field."

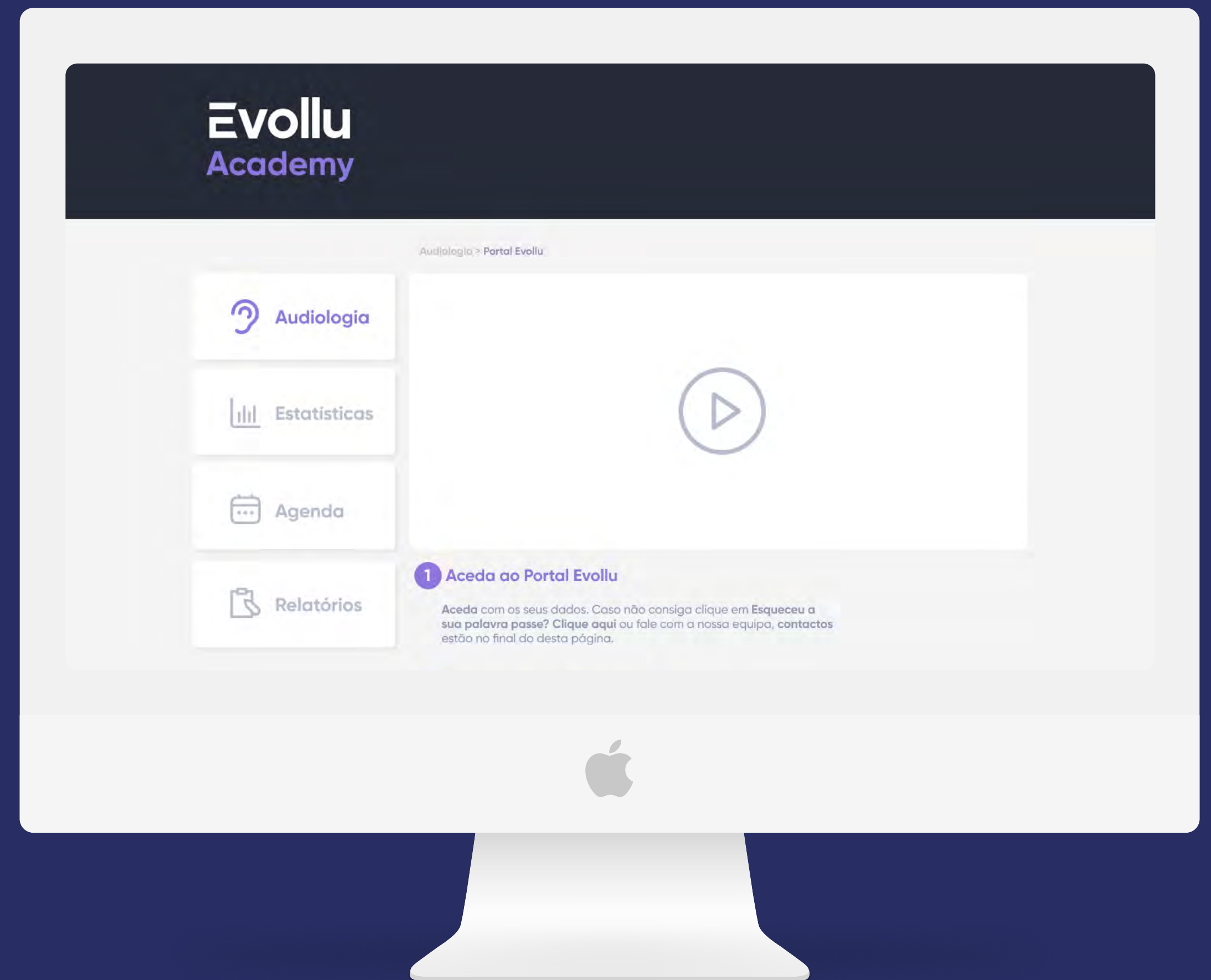


Evollu Academy

Educational and Support

My role: Designer in collaboration with CTO, Product Owner, Developers, Sales.

Timeline: Two weeks, to understand the context, design an prototype, test and deliver.



Understand

Context

One of the most important product developer by the company, it's call **Evollu Platform**. The purpose of this platform is collect all the **health information** and **monitoring users**.

Used by **pharmacists**, its possible to generate reports to analyse the evolution of the business and make decisions based on **data**.

Goals

According to the CTO and Sales team, **pharmacists have some doubts** about to access some important sections on the Platform. The pharmacists take at least four two hours a day, just to ask for clarification.

- Design a product to show an the user journey to complete tasks,
- Giving the support 24/7,
- Merge the regular doubts on the website

Understand

Problem

How to Design an easy product to quickly the users can access the material?

Which resource we would used on it?

How to know the content approach on it?

Challenge

- Must be worked with a Sales team to know the main issues about the platform,
- Test the platform to see if this is efficient,
- Create the resources (Video, audio and text),
- Show step by step how to solve the doubt,
- Work as faster as we can.

Research

User Research

According to the Sales team, the pharmacist (client) usually spend at least two hours for a day to ask for clarification about some important points about the functionality of the platform.

Users feel safe when they have someone instructing them during the navigation. By them, they asked for support.

Result

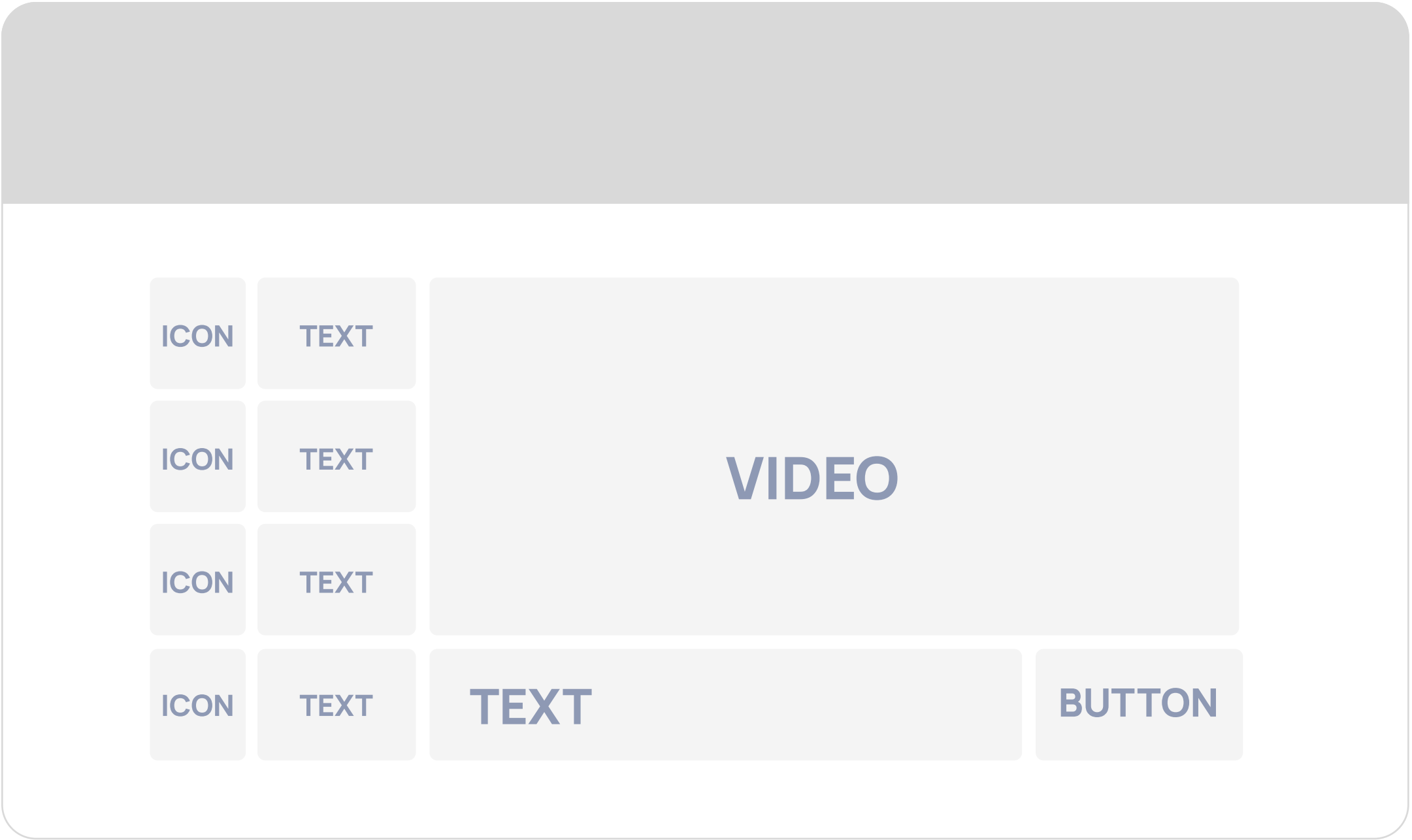
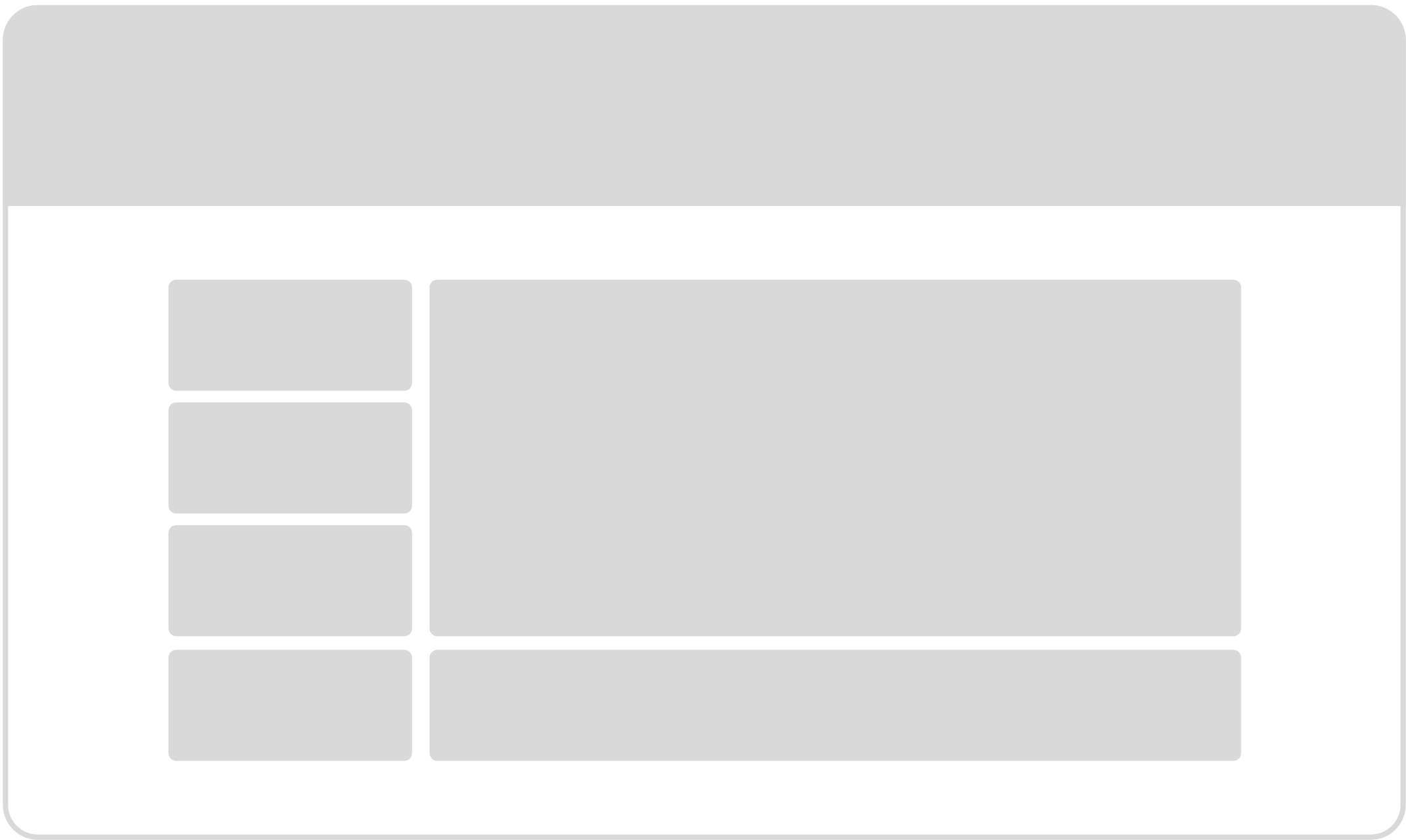
The platform should be very straight to the point, showing step by step how to complete the task,

Video, audio and text are welcome to work on the platform,

Desktop is a priority now, but don't forget the smartphone.

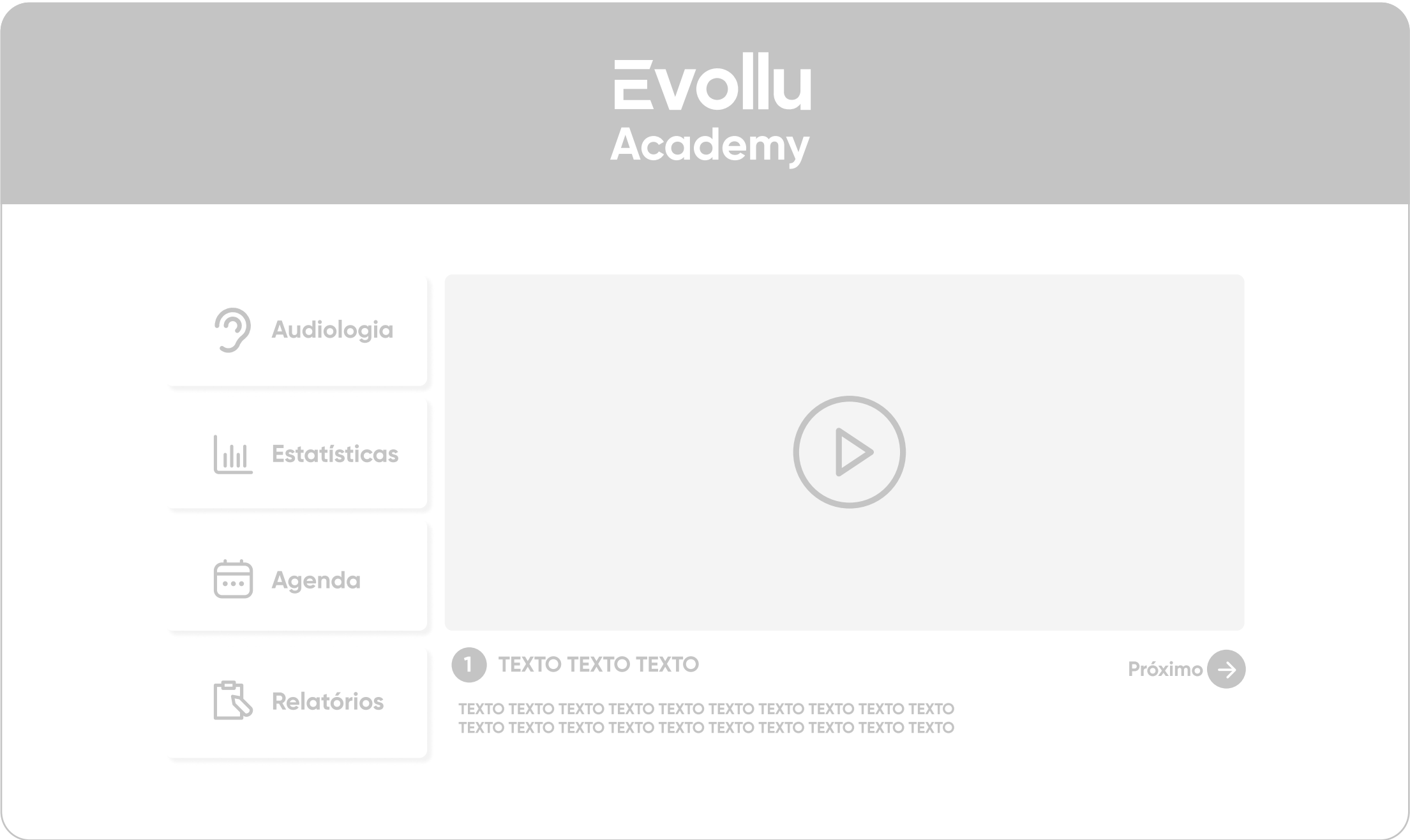
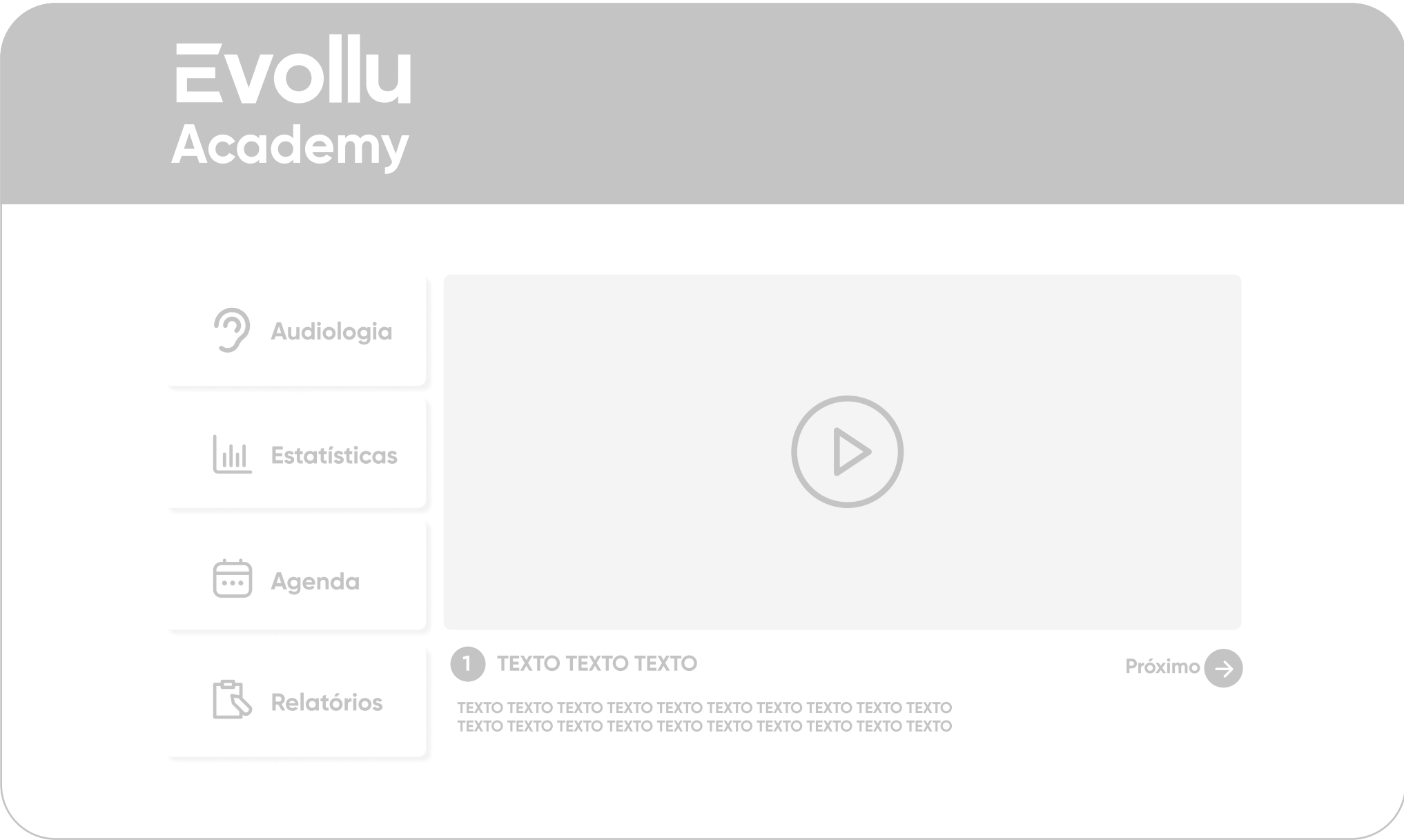
Ideation

Wireframes



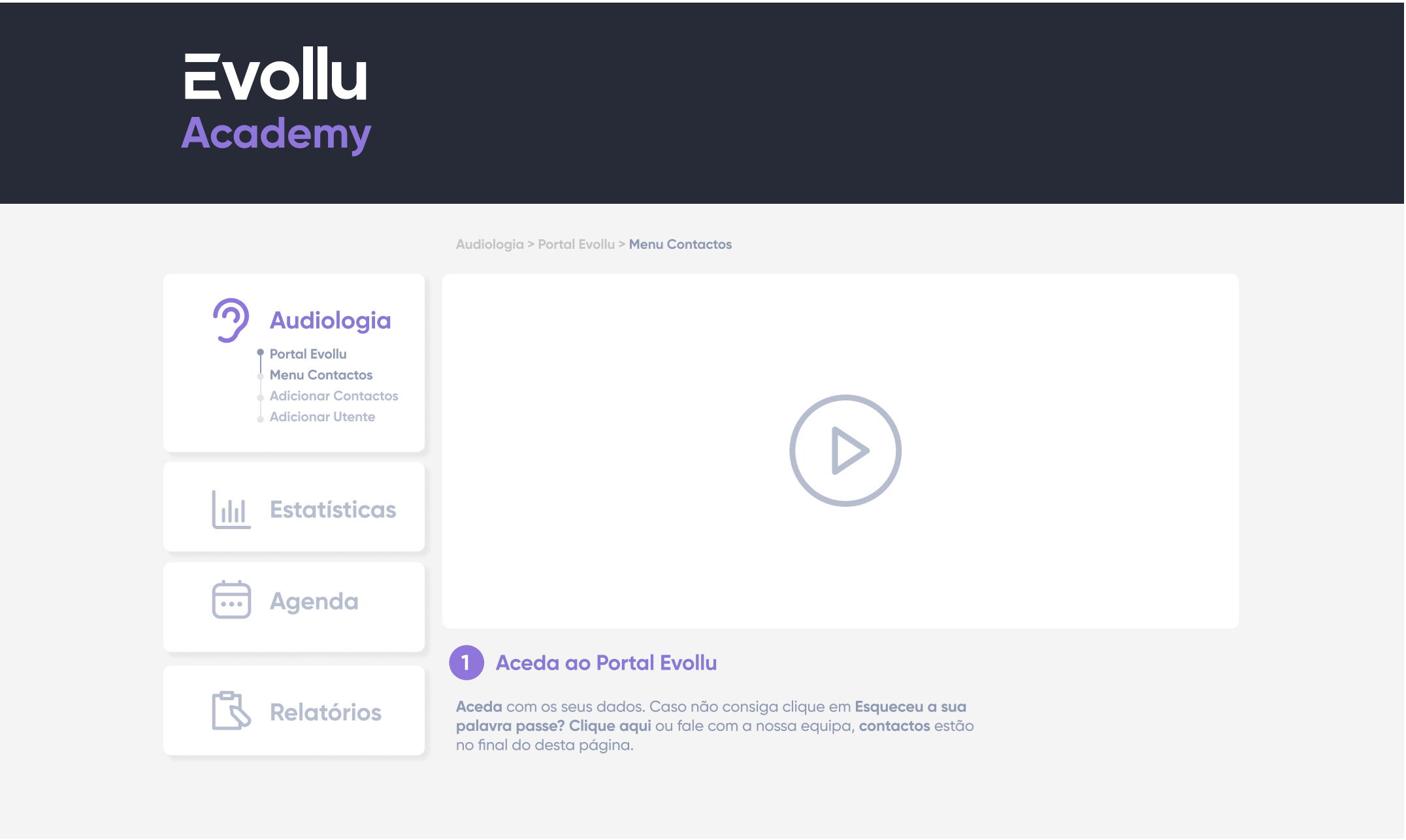
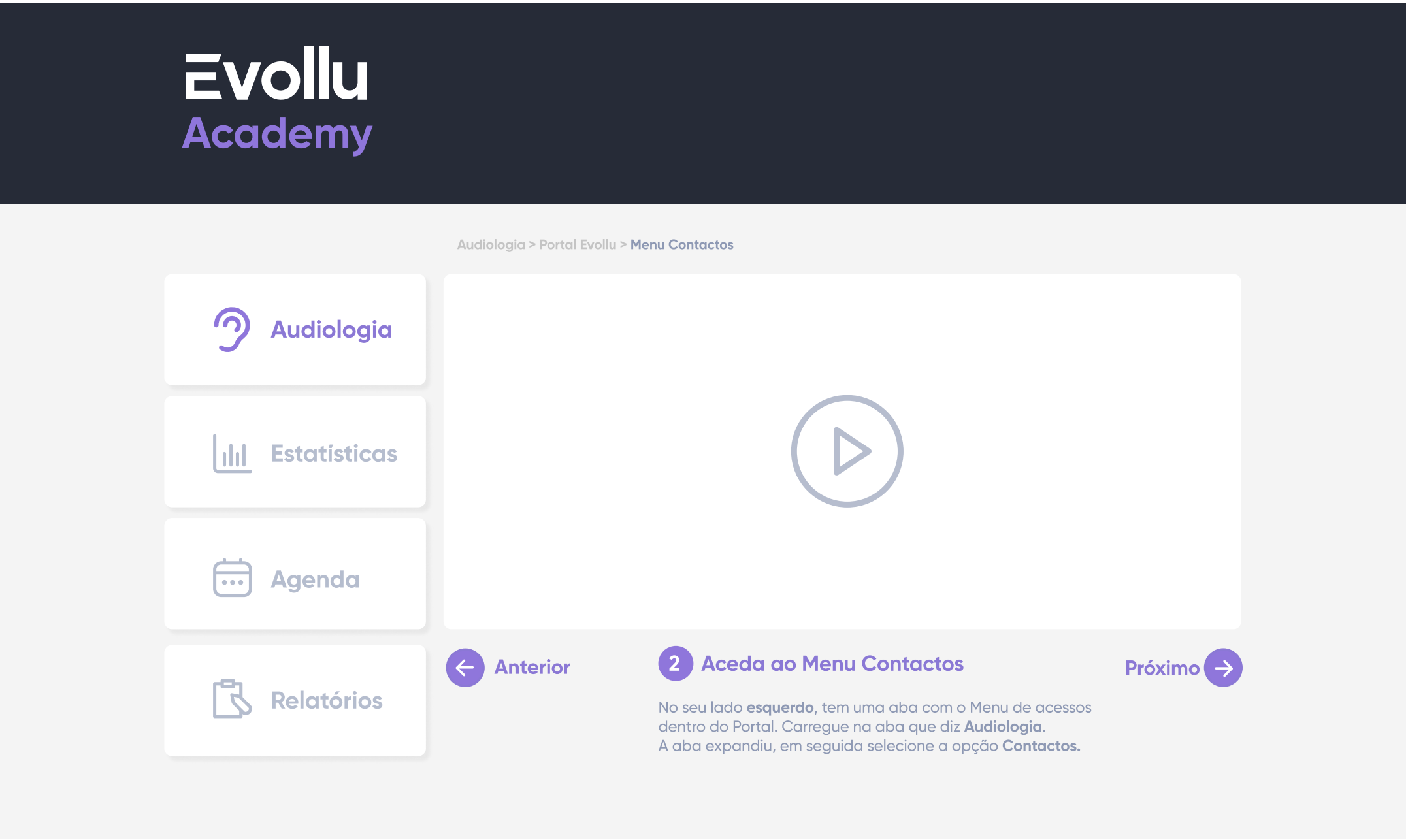
Ideation

Wireframes



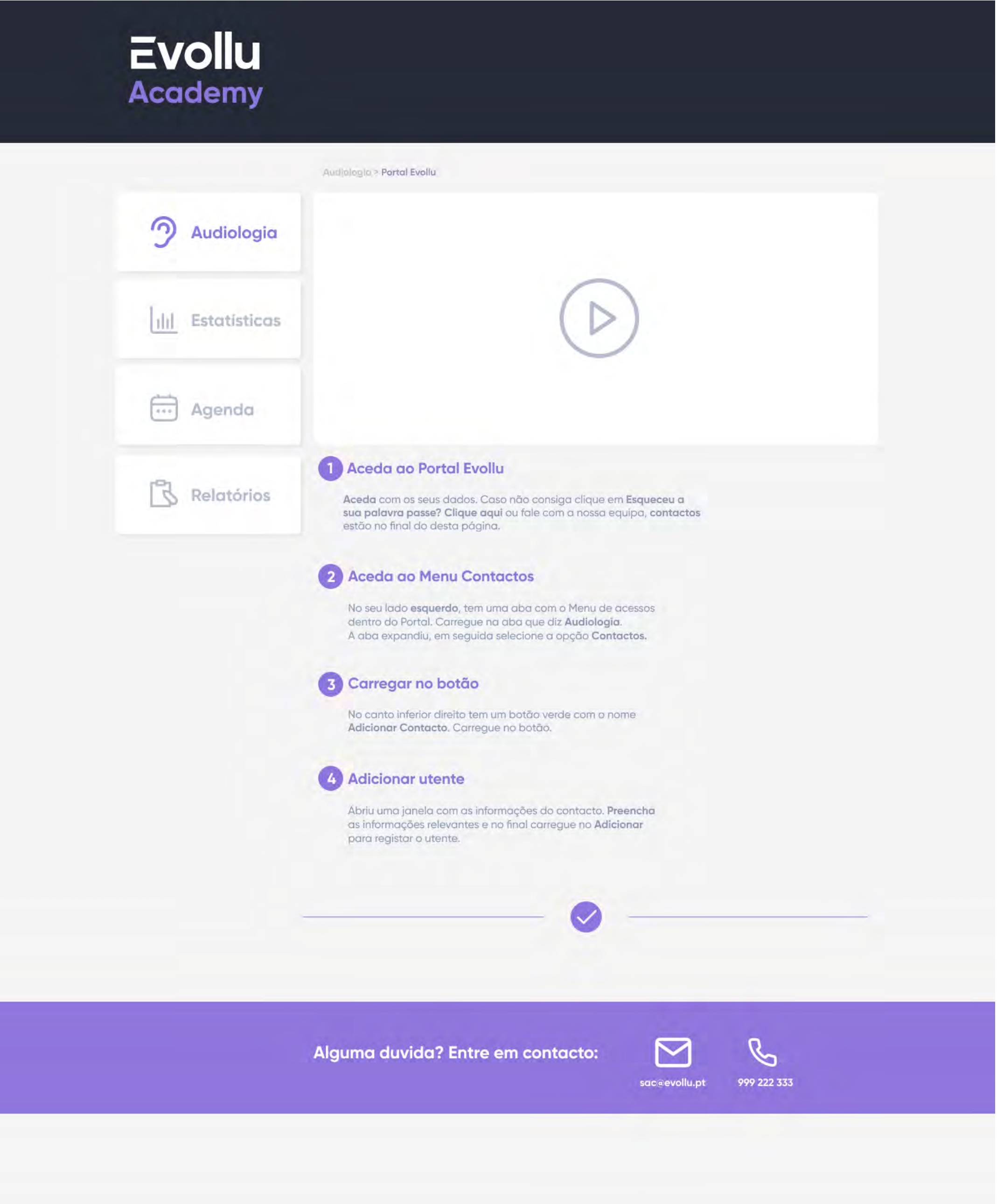
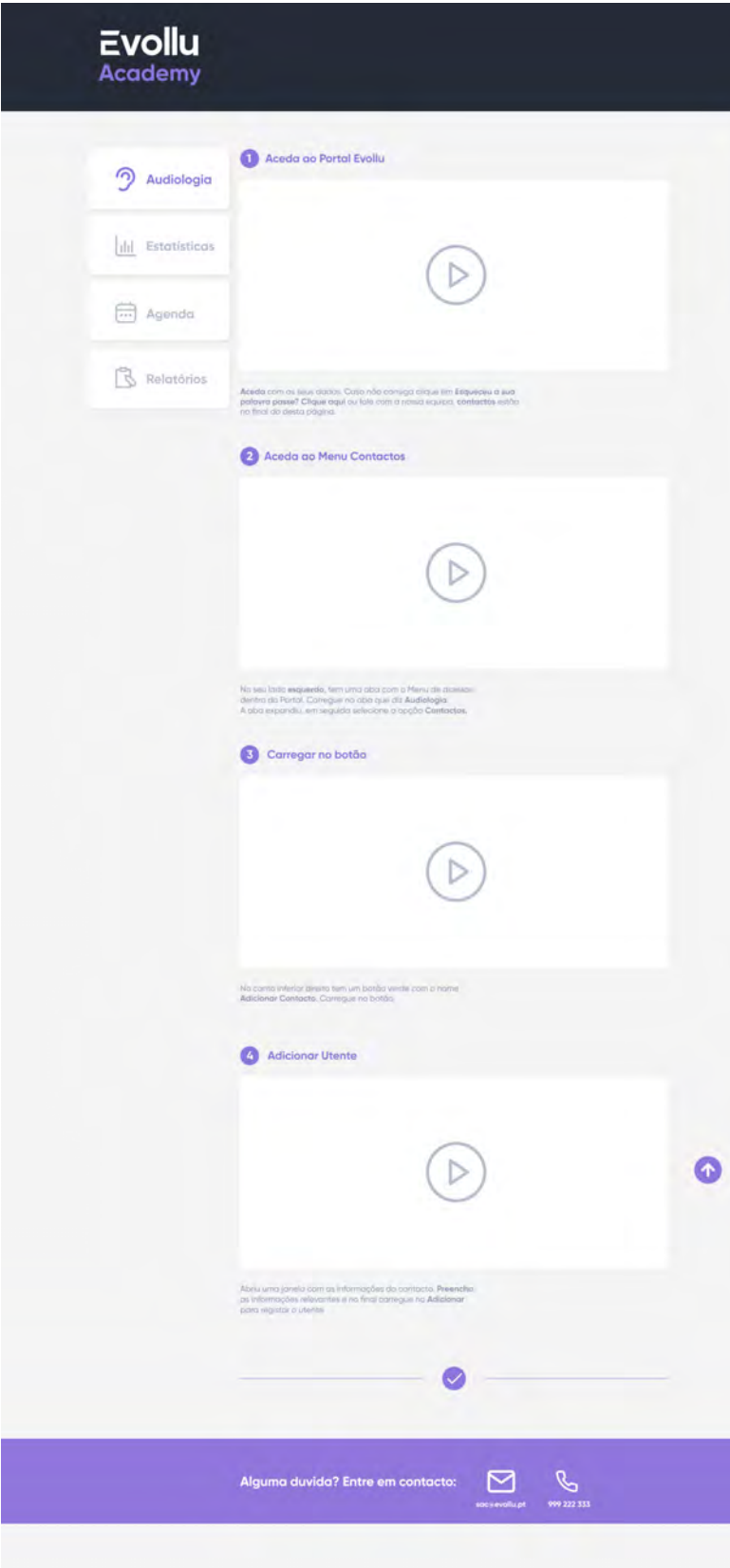
Execution

User Interface Design



Execution

User Interface Design



Learn

Results

Decreased in 65% of asking for help by pharmacist;

Sales and Support can work with low pressured;

With the multimedia resources, the website can improve best solutions

Learnings

The Platform must to be redesigned according to the pharmacist user experience,

Possibility to update every it is necessary,

Users prefer video showing the step by step comparing to read the text

- Next step: Design for smartphone

One Care App

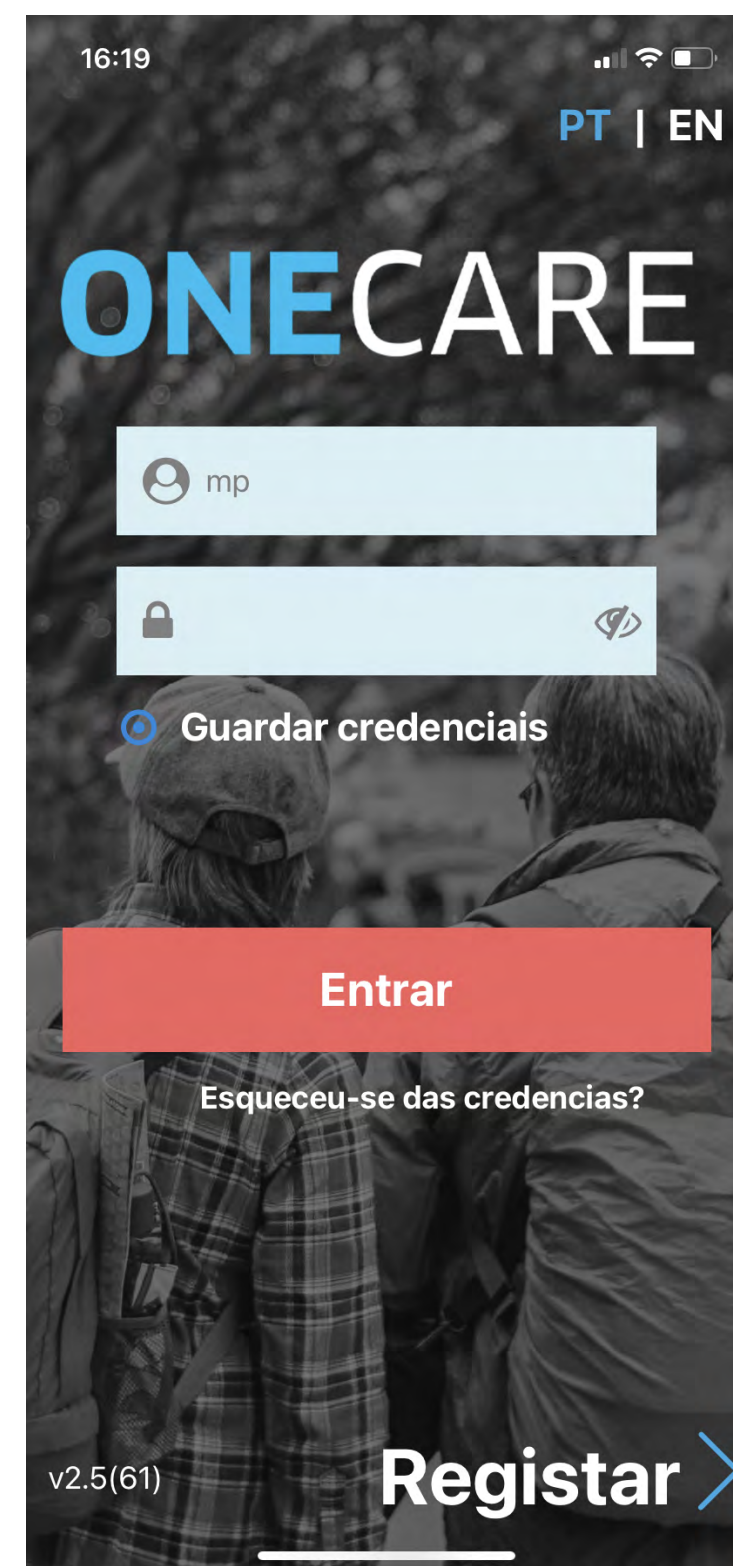
Redesign according to Evollu

My role: Designer in collaboration with CTO, Business Analytics, Product Owner and Developers.

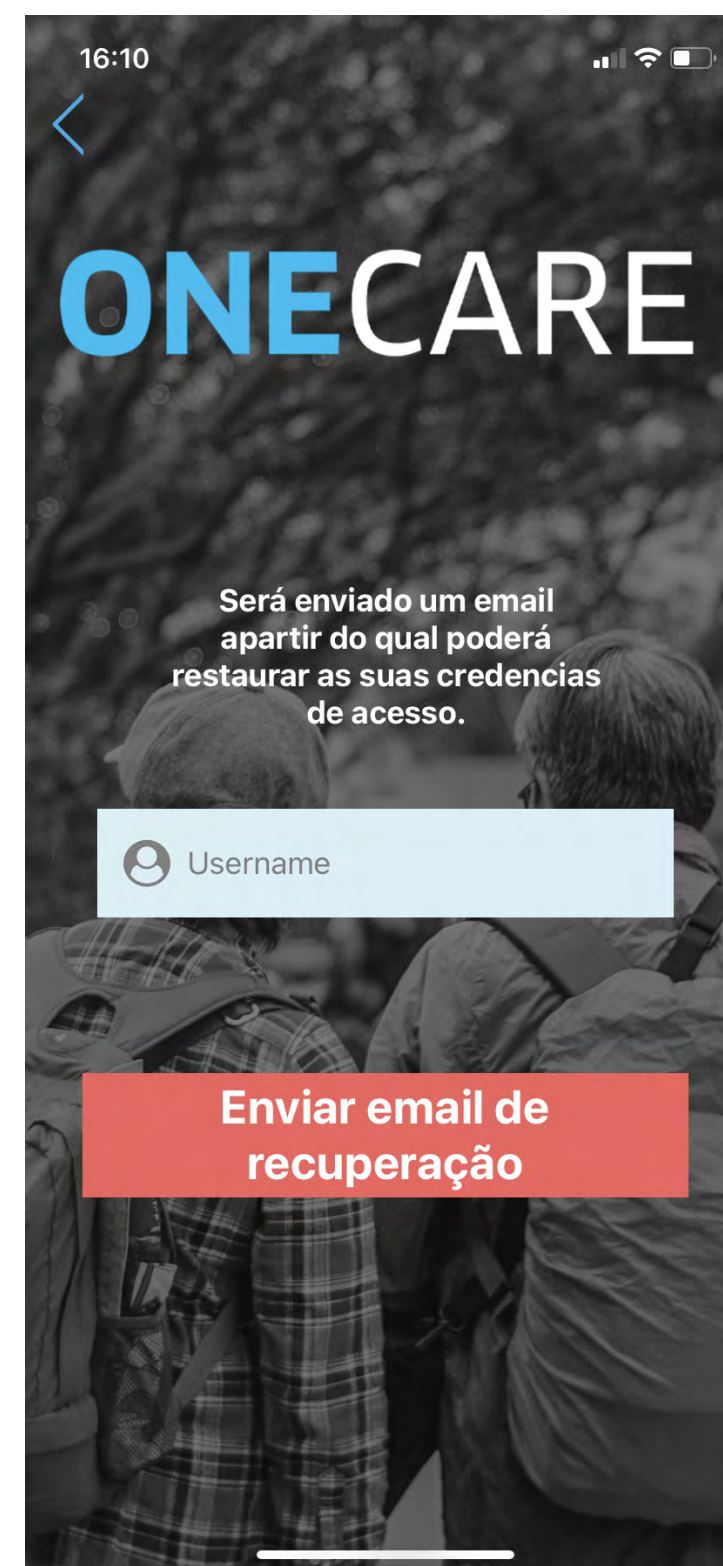


Execution

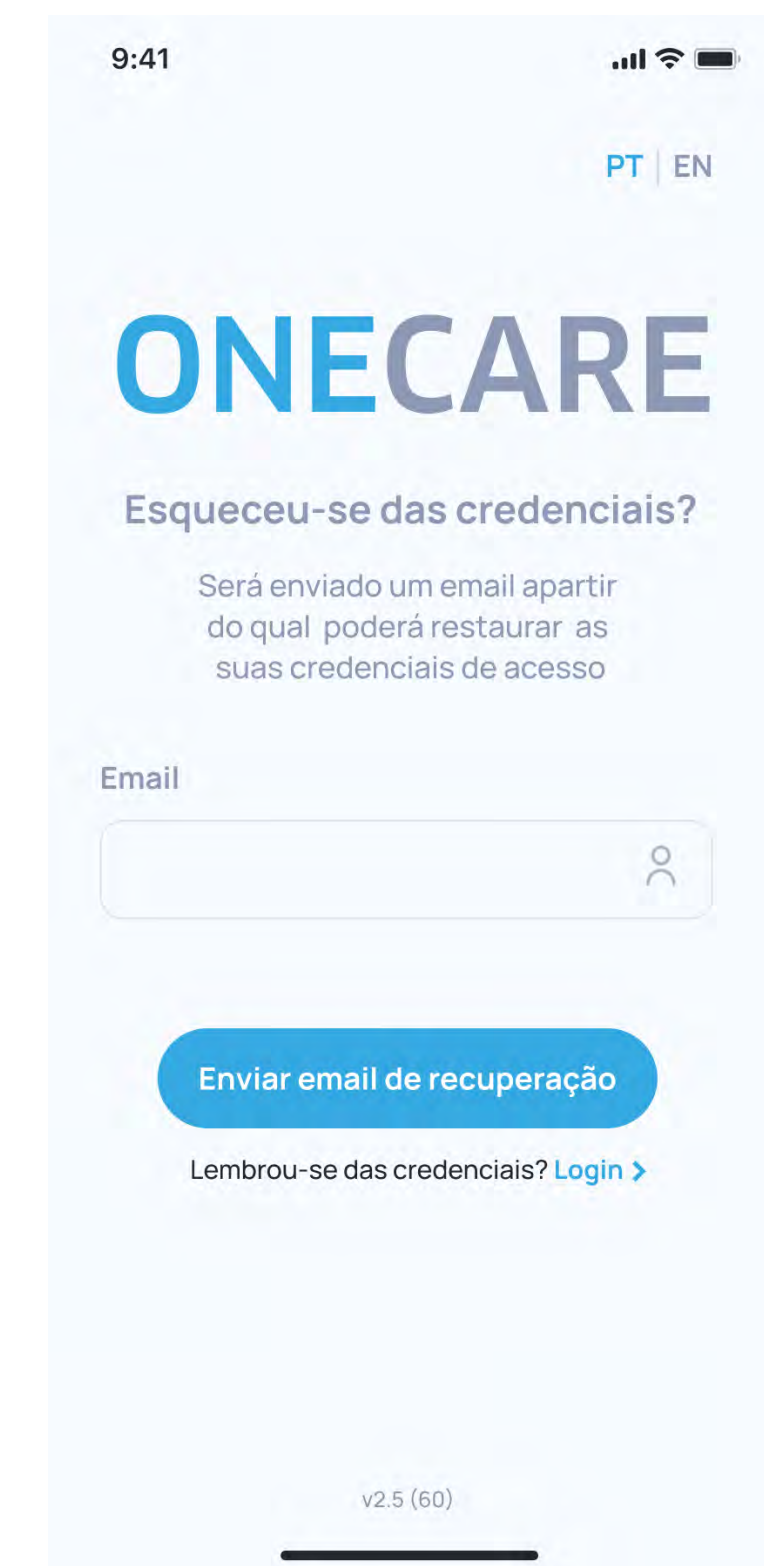
User Interface Design



Old

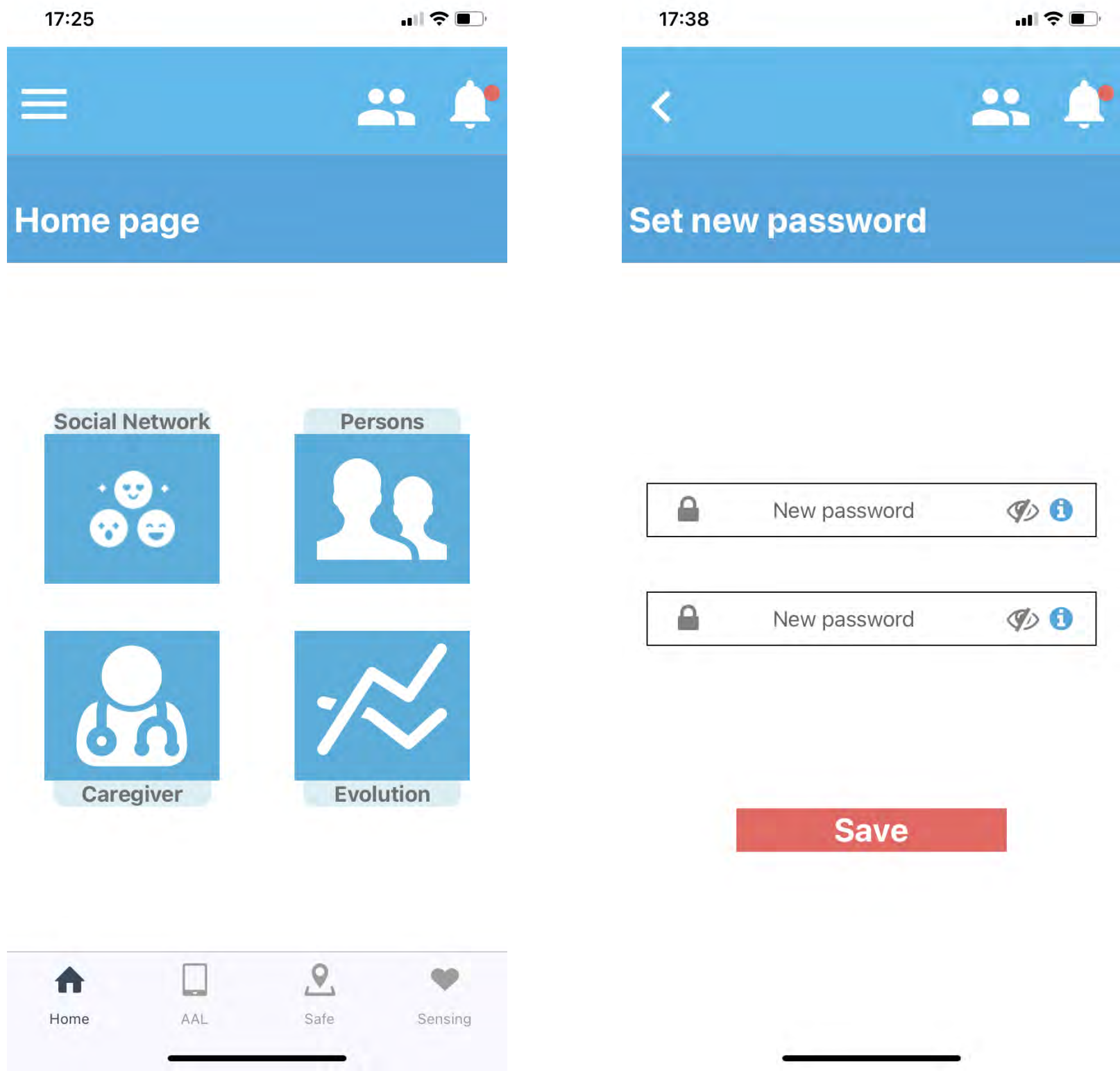


New

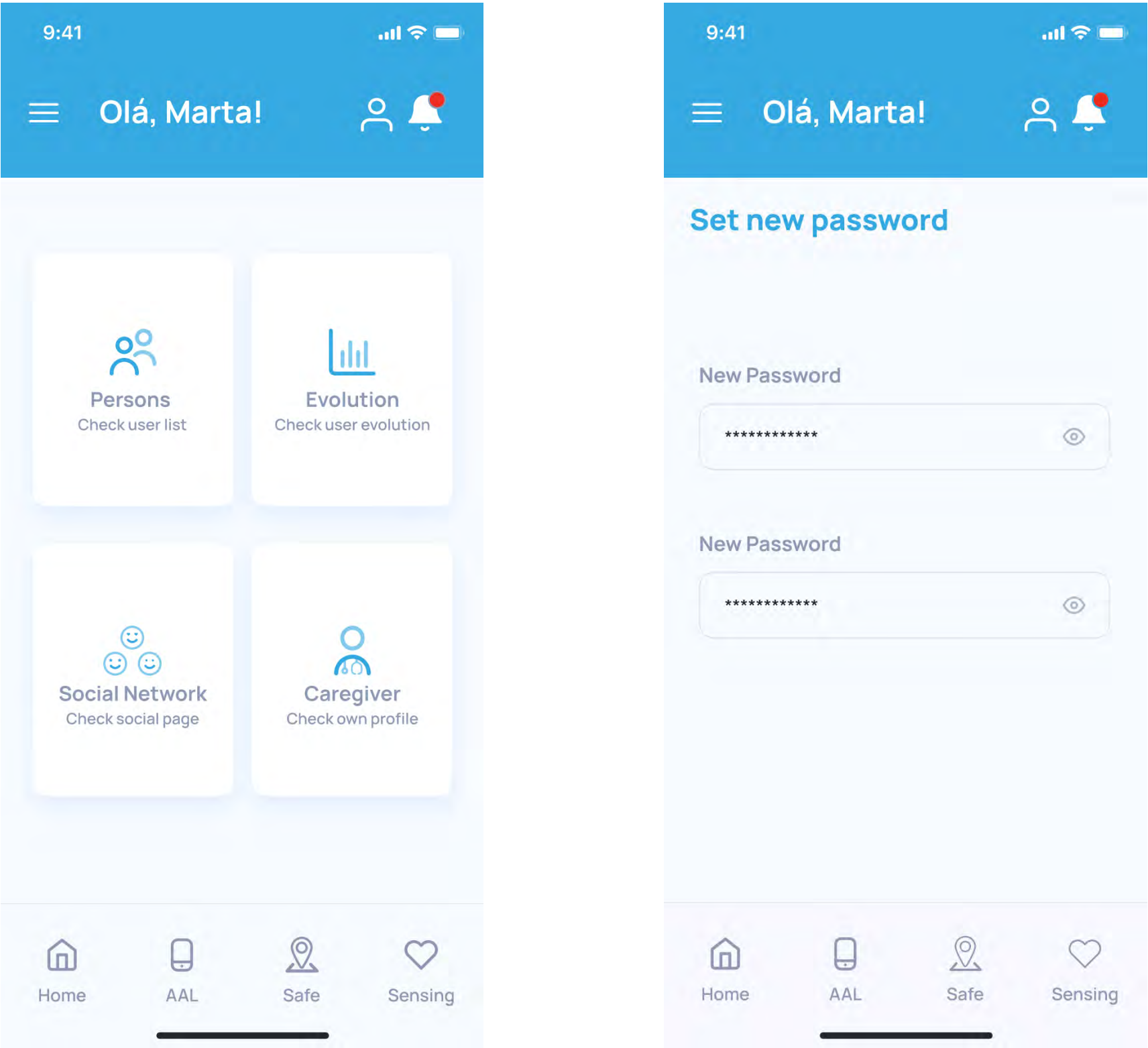


Execution

User Interface Design



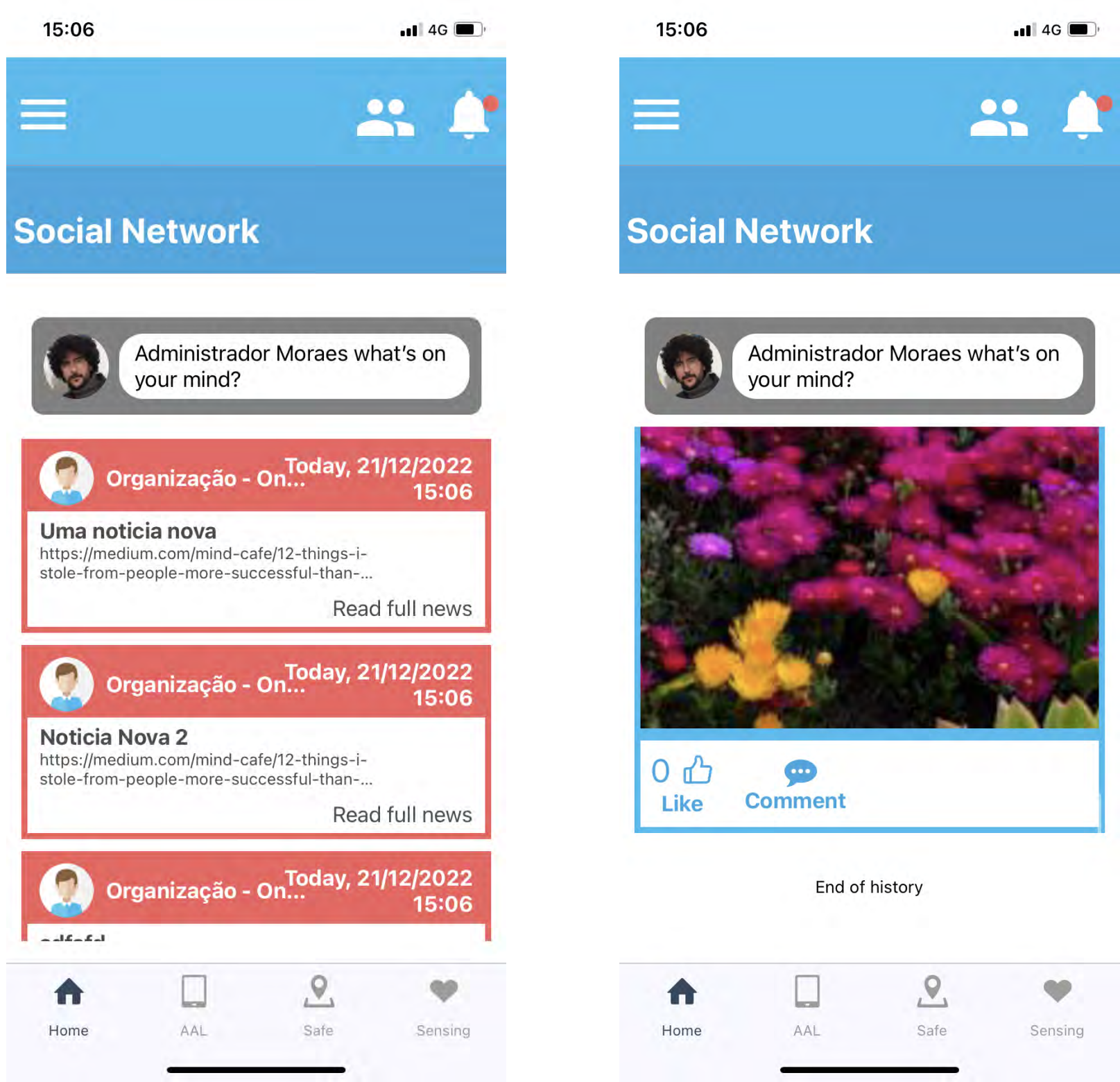
Old



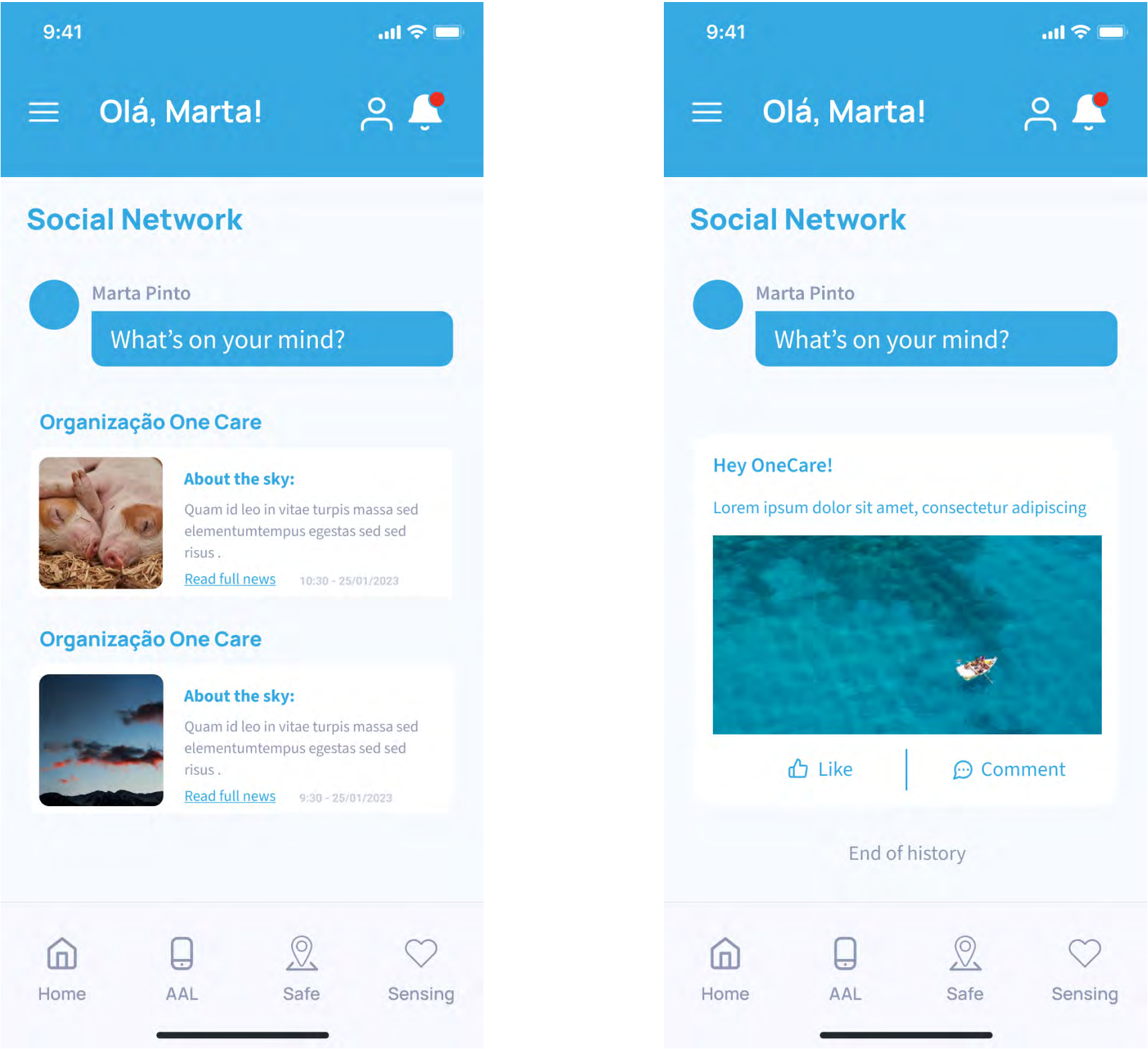
New

Execution

User Interface Design



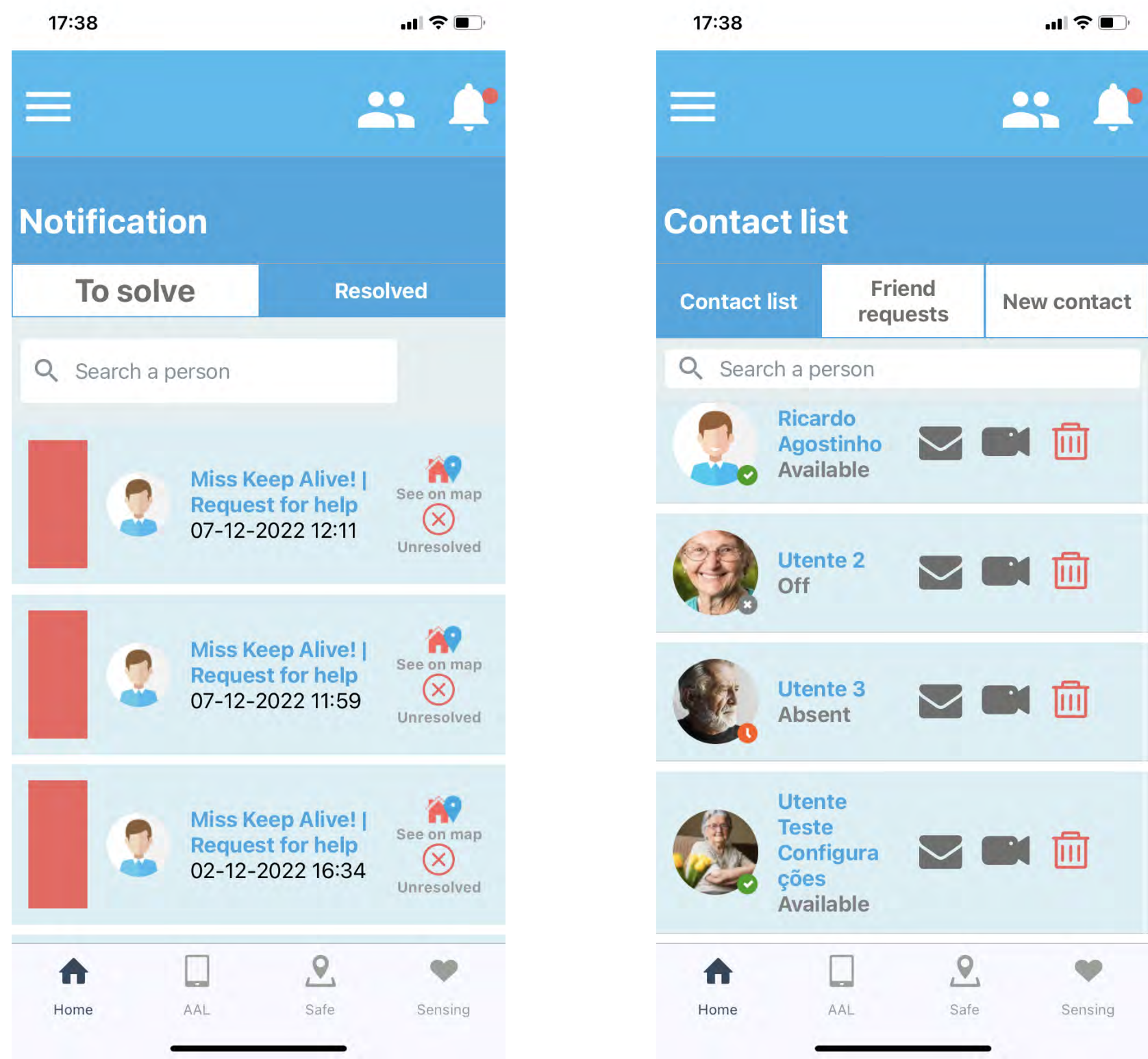
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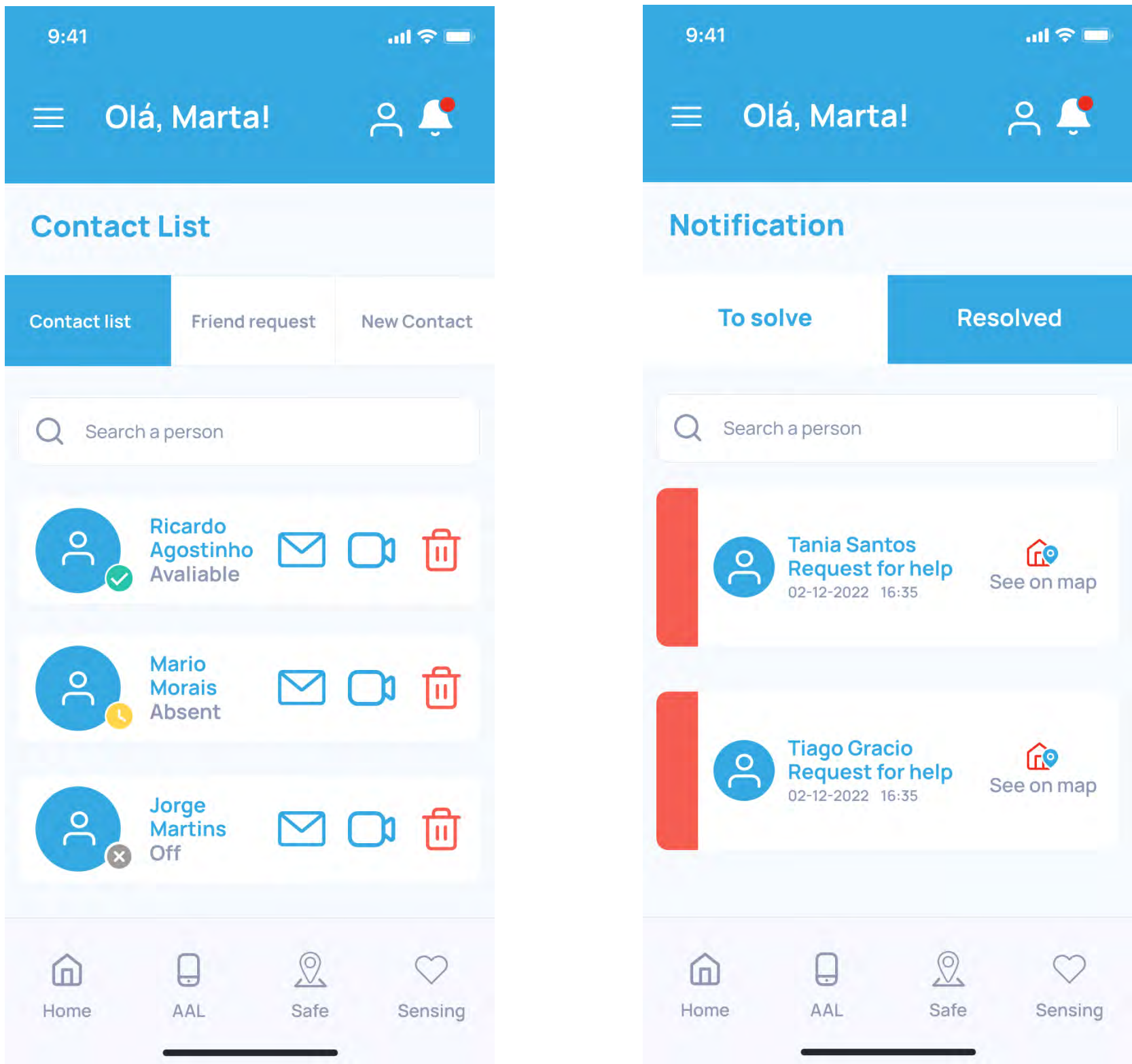
New

Execution

User Interface Design



Old



New



Thank you!