

José Augusto Marinho

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Portfolio: zedesign.cc

EXPERIENCE

Universidade de Fortaleza | Fortaleza, Brazil Jan. 2023 – Present
Product Designer - Financial and Academic Systems

- Redesign flows and interfaces of the Financial and Academic systems (invoicing/boletos, delinquency management and digital requests), making it easier for internal teams to work and for students to access services..
- Conduct usability tests with staff and students, refining journeys, forms and screens based on issues observed in real use throughout each project.
- Work in partnership with the Planning Directorate to align the product with institutional processes and ensure that process changes are reflected in the system.
- Contribute to the creation and maintenance of the University's internal systems design system, defining components and interaction patterns that ensure consistency across interfaces.

Procuradoria-Geral do Estado do Ceará (PGE-CE) | Remote Jul. 2024 – Sep. 2025
Freelance Product Designer - LICIA Platform

- Worked on the design of LICIA, a public procurement management platform, focusing on flows for creating and monitoring bidding processes and responding to challenges.
- Designed flows and interfaces for generating, editing and tracking procurement documents, with automated filling and reuse of previously registered data.
- Delivered high-fidelity prototypes and UI specifications (grids and components) that supported development and visual standardization of the system.

Trílogo | Fortaleza, Brazil Nov. 2019 – Jan. 2022
Last position: Operations Lead

- Led maintenance operations for 230+ client stores, coordinating internal teams, service providers and schedules for preventive visits..

EDUCATION

Universidade de Fortaleza - MBA in Digital Product Design | Fortaleza, Brazil 2025.2-2027.1
Postgraduate Lato Sensu

Universidade de Fortaleza - Engenharia de Produção | Fortaleza, Brazil 2018.2-2025.1
Bachelor's Degree

INTERESTS & SKILLS

Idiomas: English (Fluent); Portuguese (Native); Spanish (Intermediate).

Skills: UX/UI design; product discovery; UX research (interviews, usability testing); user flows & information architecture; wireframes & prototypes (Figma/Framer); design systems; handoff to development; Figma, FigJam, Miro, Notion, Jira/Trello; agile methodologies (Scrum/Kanban).

Interesses: Swimming, Formula 1 and WEC, *Mad Men* (TV series), electronic music.