

Gabriel Pimentel Trivilin

UI/UX Designer

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EXPERIENCE

UI/UX Designer. MEDGrupo - OCT/2025 - JUN/2026 - Remote, Brazil

MEDGrupo is Brazil's leading medical education platform, specializing in exam prep for students and healthcare professionals through high-tech digital solutions. I focus on scaling SaaS platforms by optimizing user experience, personalization, and usability.

- Managed digital educational products with a focus on scalability, UX, and the evolution of platforms into SaaS models, ensuring high standards of clarity, usability, and personalization.
- Designed and optimized user flows and learning journeys, defining visual patterns and reusable components to bridge the gap between design, development, and product teams.
- Enhanced the digital experience by prioritizing engagement, retention, and value perception, delivering intuitive and efficient products tailored to the needs of medical students and healthcare professionals.

UI/UX Designer. MyMov - MAY/2025 - SEP/25 - Vila Velha, Brasil

MyMov is a digital platform that connects users with personal trainers through a personalized experience, allowing for flexible scheduling across various times and locations. The platform tracks user progress and boosts motivation through gamification features and individualized goal setting.

- Led the transition of a digital fitness marketplace into a scalable SaaS model, balancing a highly customizable interface with a human-centered user experience.
- Designed navigation flows and implemented gamification strategies and flexible visual guidelines to enable personalization, while streamlining integration across design, engineering, and product teams.
- Scaled the product into a SaaS platform with an adaptable brand identity, driving user engagement and increasing perceived value through an immersive, high-touch digital experience.

UI/UX Designer. ISH Tecnologia- 2024 - 2024 - Vila Velha, Brasil

ISH Tecnologia provides digital security and risk management solutions, protecting enterprises against evolving cyber threats.

- Designed interfaces for cybersecurity solutions—including SIEM, DRP, and IT management—balancing technical robustness with high usability to meet demanding industry standards.

- Created intuitive user experiences, collaborating closely with Engineering and Product teams to ensure designs fulfilled both security protocols and functional requirements.
- Delivered visual and functional solutions that combined high-performance digital security with a user-friendly experience, significantly streamlining client adoption and daily operation.

Product Designer. Safebox - 2022 - 2023 - Remote, Brasil

Safebox is a financial organization app that provides personal finance management tools and educational resources focused on financial literacy.

- Spearheaded the development of a personal finance app designed to meet the diverse needs of various user profiles. Case: <https://safebox-app.webflow.io/>
- Led end-to-end research—including surveys, persona development, and high-fidelity prototyping—to validate pain points identified during the product discovery phase.
- Delivered a functional design aligned with user needs, solving anticipated challenges and providing a clear, structured experience for the target audience.

OTHER EXPERIENCES

- **UI/UX Designer, Lippaus Distribuidora - 2024 - 2024, Vitória, Brasil**
- **UI Designer, TGOO Worldwide - 2023 - 2024 - Remote**
- **Freelancer Designer - 2018 - Present - Remote**
- **Graphic Designer, VilaApps - 2021 - 2023 - Remote**

EDUCATION & CERTIFICATIONS

2022 **UX Design**, Design Circuit
2022 **UI Boost**, UI Boost
2024 **Graphic Design Technology Degree**, Universidade Norte do Paraná
2019 **Technical Degree in Building Construction**, SENAI

SKILLS

UX DESIGN, UX RESEARCH & DATA ANALYSIS

(4+ years) Personas, user journey maps, flows. Interviews, surveys, usability testing, competitive analysis.

SOFT SKILLS & COLLABORATION

Strategic thinking, critical thinking, innovation, direct and clear communication, decision-making.

UI DESIGN & PROTOTYPING

(4+ years) Wireframes, prototypes, style guides, Design System maintenance
(4+ years) Figma, Miro, Notion
(7+ years) Adobe CC

LANGUAGES

English - Intermediate
Portuguese - Native