MIGUEL FREDMAN NWAFOR
Web Developer / Product Designer / UI/UX
Brazil – Campinas, São Paulo/SP

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PROFESSIONAL SUMMARY

A multidisciplinary professional with 21 years of experience, working in various areas of technology, design, and development. My expertise spans UI/UX, with proficiency in tools such as Figma, Sketch, Adobe XD, Webflow, and WordPress, as well as solid knowledge of front-end (JavaScript, React, Angular, CSS, Bootstrap, Tailwind, and HTML) and back-end (Node.js). I have experience in API data consumption using REST and Postman, as well as mobile application development. I am familiar with Git/GitHub, DevOps practices with Microsoft Azure, and agile methodologies, including Jira.

In the creative field, I have extensive experience in graphic design (Adobe Photoshop, Illustrator, Acrobat DC, and Fireworks), motion design (Adobe After Effects, MotionBro™), and 3D modeling (Google SketchUp). I also work with no-code tools like Bubble.io, and I'm proficient in workflow and mind mapping tools like MindMeister. My experience includes developing over 100 business plans for companies across a variety of sectors, from concept and research to graphic design, after-sales support, and, in some cases, fundraising.

I'm fluent in English and have collaborated with major national and international companies such as Google, Creators, Red Bull, Iveco, Shell, Ambev, Kalunga, Tegra Incorporadora, Sumitomo, Germânia, Corona Extra, Bosch Car Service, XP Investimentos, Vitacon, Cyrela, Team Nogueira, and Sys Manager. Over more than two decades, I've delivered value in projects across Latin America, the United States, Australia, and Portugal, always focusing on quality, innovation, and results.

EDUCATION

- PUC Campinas – Advertising & Marketing, 2009-2012
- ESAMC Campinas – Advertising & Marketing, 2007-2008
- Fundação Bradesco Campinas – Primary and Secondary Education, 1996-2006

LANGUAGES

- English – Fluent (C2) – Wings Language Courses, 2000-2025
- Portuguese – Native

PROFESSIONAL EXPERIENCE

05/2025 – 08/2025
UENI Ltd.
London, UK (Remote – Full Time)
Content Analyst (UI/UX)

- Developed corporate websites applying UI/UX principles.
- Created corporate branding and content strategies.
- Produced digital assets with focus on design consistency and usability.
- Applied Front-End development (JavaScript, CSS, HTML).
- Conducted research & development for improved client solutions.
- Communicated effectively with clients in English (C2 proficiency).
- Research & Development.

08/2024 – 05/2025
Casa do Ingresso (Allianz Parque)
São Paulo, Brazil (Remote – Freelance)
Mobile Developer

- Developed mobile app for Casa do Ingresso, ticketing partner of Allianz Parque.
- Built front-end with React Native, React, Next.js, Tailwind CSS, and Material UI.
- Developed back-end and databases using Node.js and Firebase.
- Deployed and integrated with GitHub + Vercel (CI/CD).
- Implemented authentication and encryption with Auth0.

06/2024 – 08/2024
Geekle.us
London, UK (Remote)
Front-End Judge (Hackathon Specialist)

- Invited as a judge for a global Artificial Intelligence Hackathon based in London, alongside professionals from Netflix, Adobe, NASA, Uber, Deloitte, Microsoft, PayPal, Oracle, and LinkedIn.
- Evaluated project architecture and frameworks for innovative solutions.
- Collaborated directly with directors and VPs to assess strategies.
- Participated in project evaluation and micro project management.
- Engaged in Discord™ sessions and contributed to AI-driven discussions.
- Ensured Geekle.us identified the most innovative solutions among participants.
- Duration: 2-month project.

11/2023 – 06/2024
Omnibees
São Paulo, Brazil (Hybrid)
UI/UX & Product Designer

- Designed websites and landing pages with strong UI/UX principles.
- Developed Front-End projects using JavaScript, React, CSS, Bootstrap, Tailwind, and HTML.
- Created wireframes, prototypes, and interaction flows using Figma and WordPress.
- Produced visual materials aligned with the company's marketing objectives.
- Designed advertising pieces for various communication channels.
- Developed the company's branding and visual identity guidelines.
- Created digital marketing assets, including email campaigns.
- Collaborated with cross-functional teams to ensure consistent communication.
- Monitored design market trends to maintain innovative approaches.
- Produced corporate presentations, motion design (After Effects), and graphic design (Photoshop, Illustrator).

10/2022 – 04/2023
Google Brazil
São Paulo, Brazil (Hybrid)
Web Development Instructor

- Trained and mentored 100 student creators in building, designing, and maintaining websites.
- Delivered under the Google for Creators and Creators LLC Black Creator Program, supporting Black creators in developing a strong online presence through websites, social media, and content strategy.
- Conducted workshops and provided personalized mentorship.
- Backed by Google funding to accelerate the students' careers.
- Contract/project duration: 7 months.
https://creators.llc/blackcreator/

03/2022 – 09/2022
Freelance
São Paulo, Brazil (Remote – Freelance)
UI/UX & Product Designer

- Led front-end projects using JavaScript, React, Angular, CSS, Bootstrap, and Tailwind.
- Developed back-end applications with Node.js, C#, PHP, and Python.
- Designed and prototyped interfaces using Figma.
- Directed art and visual identity (Photoshop, Illustrator, Cinema 4D).
- Deployed projects on Microsoft Azure and AWS cloud environments.
- Implemented Agile practices (Scrum, Kanban, Jira, Trello).
- Built CMS platforms with WordPress and worked with Low/No-Code tools (OutSystems, Bubble).
- Managed SQL/NoSQL databases (MariaDB).
- Created motion design and animations (After Effects, MotionBro™).
- Provided direct client communication in fluent English with global stakeholders.

11/2021 – 02/2022
CM Capital Markets
São Paulo, Brazil (On-site)
Front-End Developer

Specialist Developer focused on Front-End Programming, with the following capabilities:
- Angular (JavaScript);
- Application of methodologies;
- Identify and propose solutions;
- Continuous delivery development;
- Web/Mobile programming;
- Participation in the Minimum Software Development Lifecycle Requirements;
- HTML5/CSS3/Angular materials;
- Prototyping tools;
- Responsive development;
- Versioning (GitHub);
- Programming logic;
- High-fidelity interface prototyping/coding;
- User testing;
- Agile methodology.

12/2007 – 11/2021
BALBOAiD
Campinas & São Paulo, Brazil (Hybrid)
Tech Lead, UI/UX & Product Designer

During 16 years, I owned a marketing and technology agency, where me and the hired team had the opportunity to work with clients like Shell, Ambev, Bosch Car Service, Team Nogueira, Iveco, GreenYellow and Sumitomo.

- Led front-end development using JavaScript, React, Angular, CSS, Bootstrap, and Tailwind.
- Managed back-end solutions with Node.js, C#, PHP, and Python.
- Designed UI/UX with Figma, Sketch, and Adobe XD.
- Deployed solutions on Microsoft Azure and AWS.
- Applied Agile methodologies (Jira, Trello, Scrum, Kanban).
- Directed teams and coordinated client projects end-to-end.
- Built CMS with WordPress and worked with Low-Code tools (OutSystems, Bubble).
- Managed SQL/NoSQL databases.
- Communicated directly with global clients in fluent English.
- Directed art and motion design projects (After Effects, Cinema 4D, Illustrator).
- Produced 3D assets (Maya, Google SketchUp).
- Oversaw client acquisition, administration, and financial services.
- Managed employee growth, developing soft and hard skills.
- Responsible for more than 500 clients over 15+ years.

08/2007 – 11/2008
MKTPRO (Markteam Pro)
São Paulo, Brazil (On-site)
UI & Product Designer

- Created graphic design for major events featuring DJs like Tiësto, Carl Cox, Paul van Dyk.

- Maintained company's main website and developed event microsites.
- Produced sponsorship and fundraising project materials.

07/2006 – 07/2007
Cidade do Cérebro
Campinas, Brazil (On-site)
Jr. Web Designer

- Managed the Web Department.
- Worked on translations (English–Portuguese) for Tony Robbins' training DVDs.

02/2006 – 06/2006
1Web Comunicações
Campinas, Brazil (On-site)
Jr. Web Designer

- Developed microsites, banners, and newsletters.
- Used Dreamweaver, Photoshop, and Fireworks.
- Programmed with HTML and JavaScript.

01/2005 – 02/2006
Portal Publicidade
Campinas, Brazil (On-site)
Creative Intern

- Produced mockups, layouts, and presentations for final clients.
- Worked with major clients such as International Paper (Chamex/Chamequinho) and Saeco.
- Assisted with minor tasks in the Web Department.