

MURILO DE LEMOS LOPES

PRODUCT DESIGNER - UX/UI DESIGNER

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www.murilolopes.com

EDUCATION

Postgraduate of User experience design and beyond

- Graduated: November, 2026

Bachelor of Design

- Graduated: January, 2025
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WORK EXPERIENCE

Pleno Product Designer at Cripto Host

January, 2026 – Present

- Implemented innovative UI features focused on user retention and habit creation, such as instant reward feedback, progress indicators, and dynamic content.
- Designed and coded scalable interfaces using Bootstrap, ensuring smooth cross-platform experiences and reducing time-to-market for new features.
- Led usability testing and analytics reviews to validate design decisions and discover new opportunities for product growth.
- Worked closely with stakeholders and business teams to align design strategies with campaign goals, resulting in higher customer loyalty and conversion.
- Brought a user-centered approach to product development, combining design thinking and agile practices to iterate fast and deliver measurable results

Pleno UX/UI Designer at Buffon

December, 2024 – December, 2025

- UX Designer and Front-end Developer for Feito, a cashback app with over 600,000 users, built for one of the largest fuel station networks in Brazil.
- Delivered continuous improvements in usability and visual design, contributing to increased user engagement, interaction rates, and overall sales through the app.
- Implemented innovative UI features focused on user retention and habit creation, such as instant reward feedback, progress indicators, and dynamic content.
- Designed and coded scalable interfaces using Bootstrap, ensuring smooth cross-platform experiences and reducing time-to-market for new features.

Junior UX/UI Designer at High Security Center

September, 2023 – December, 2025

- Led the UX design of Mindaware, a cybersecurity awareness platform focused on fast and automated phishing simulations and security training.
- Designed and validated the end-to-end user journey through usability testing and stakeholder alignment, reducing complexity and increasing platform adoption.
- Developed the Mindaware Quadrant, a visual framework to classify users by behavioral and educational maturity, enhancing data-driven decision-making for security teams.
- Conducted heuristic evaluations and mapped key usability issues, presenting actionable insights to stakeholders and aligning priorities with business goals.

Junior Product Designer at Portal Brasil

March, 2022 – September, 2023

- I managed the entire new product development process, taking charge from initial market research and concept creation to final customer delivery.
 - I developed prototypes and coordinated the physical production process, successfully turning creative concepts into tangible products.
 - I conducted rigorous efficacy and safety tests on the products, ensuring they met all quality standards before hitting the market.
 - I created visual communication materials and applied strong problem-solving, teamwork, and project management skills throughout the development cycle.
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SKILLS

- Product Strategy & Design: User-Centered Design (UCD), Product Strategy, Interaction Design (IxD), Information Architecture, Solution Design, Problem Solving, Data-Driven Design, Design Systems, B2B Applications, Internal Applications.
- User Research & Analysis: User Interviews, Usability Testing, Market & Competitive Analysis, A/B Testing, Heuristic Evaluation, User Personas, Journey Mapping, Performance Metrics.
- Design Process & Delivery: Agile Methodologies, Design Sprint Facilitation, Product Delivery, Stakeholder Alignment, Implementation Oversight, Continuous Improvement.
- Communication & Collaboration: Cross-functional Teamwork, Needs Assessment, Workshop Facilitation, Presentation & Pitching, Value Proposition Development, Client Advisory, Strong Communication Skills.
- Technical Proficiency: UI/UX Prototyping Tools (Figma, FigJam), Wireframing & Prototyping, OutSystems Application Design, Front-end Development (HTML, CSS, JavaScript), Web3 Design Concepts, Responsive Web Design, AI Design Tools.
- Languages: English (B2 - Upper Intermediate), Portuguese (Native).