

DAVI DEL PENHO

UX & UI Designer

PROFILE

UX designer based in Berlin (EU passport) with a background in graphic, media, furniture and retail design. Over 8 years of experience designing user-centered experiences across digital and physical environments. Proven ability to translate complex problems into intuitive solutions, improving usability and task completion rates. Experience collaborating with cross-functional teams and using data-driven insights to optimize user experience and customer journeys.

EDUCATION

Media Design, M.A. - Bauhaus-University Weimar 2011

Industrial Design, B.A. - 2007 PUC-Rio University 2007

CERTIFICATIONS

Google UX Design Professional Certificate - Coursera 2025

REVIT Super User Training - IKEA's Service Office 2024

Motion Graphics with After Effects - PUC-Rio University 2006

UX PROJECTS

IMPFDATE 2025

Children's Immunization App

End-to-end UX design project addressing difficulties parents face tracking vaccination schedules. Led user research, interviews, IA, flows, low-/high-fidelity wireframes, and Figma prototyping; conducted usability tests with 3 users. Iterations improved clarity and functionality, increasing task completion from 33% → 100% during testing.

KINORAMA 2025

Movie Selection & Seat Booking App

Investigated user frustrations around movie booking, focusing on confusion during seat selection and checkout. Created flows, IA, wireframes, and visual design; developed interactive Figma prototype and tested with users. Usability testing showed higher booking success rates and smoother seat-selection flows after iteration.

WORK EXPERIENCE

IKEA 09.2020 - 03.2025

Visual Merchandising Co-Worker

Designed retail spaces based on customer behavioral analysis and sales data to improve customer experience and optimize layout for operational efficiency and sales increase. Used prototyping (3D models, sketches) to test layout variations and communicate spatial design concepts to cross-functional teams.

Arts & Crafts Guesthouse 12.2013 - 03.2019

Owner

Managed and redesigned a multi-room guesthouse, overseeing operations, renovation, and customer experience.

Instituto Gênesis PUC-Rio 03.2007 - 07.2007

Graphic Designer Intern

Graphic Design Internship working on projects for different startups which were mentored by Instituto Gênesis. Saas, webdesign, self-service terminal interface design and branding.

UX SKILLS

User Research. Interviews. Wireframing. Prototyping. Usability Testing. Interaction Design. Information Architecture. User Flows. Accessibility. Design Systems

TOOLS

Figma. Adobe Creative Suite. Office 365

LANGUAGES

English, German, Spanish, Portuguese (all fluent)

CONTACT

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