Tales Ebner

Designer, based in São Paulo, Brazil

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I'm a Designer from Brazil with 20+ years of experience creating user-friendly solutions for companies of all sizes and industries.

I value practical solutions that consider the project's information architecture and usability to fulfil customer needs while balancing business objectives. I'm comfortable mentoring and public speaking and am eager to help the Design community grow.

Currently based in Brazil, I'm open to relocating for exciting challenges.

Expertise

Figma, Slack, Notion, Google Workspace, Adobe CC, VS Code.

Craftsmanship, Design thinking, Information architecture, Universal design, Design principles, iOS & Android guidelines, Responsiveness.

Communication, Problem solving, Collaboration, Presentation.

Native Portuguese, Fluent/C2 level English, Intermediate/B2 level Spanish.

Education

Emotional Design Postgraduation
August 2022 – February 2024 (expected)
Belas Artes University

Design Bachelor's
January 2002 – December 2005
Anhembi Morumbi University

Project and Development in Web Design Associate's
January 2002 – December 2003
Anhembi Morumbi University

Last experiences

Woolf, Senior Product Designer
Remote — August 2022 – May 2023

Help build a solution to help grow higher education around the world with a borderless university and a Learning Management System used by Colleges from different countries using various accreditations.

Definition of scenarios, creation of flows, wireframes and interfaces, review and validation of created solutions. Based on UX heuristics, best practices and following the business requirements and user needs. Also responsible for a new visual style guide and design system.

Bloomreach, Product Designer
Prague, Czechia & Remote — September 2021 – August 2022

Responsible for creating the project's strategy and vision, developing and maintaining wireframes, prototypes and visual framework, and validating the ideas and prototypes with the clients for the Bloomreach Engagement product in one of the fastest-growing companies in the United States.

Featured projects

GDPR as a feature
January 2021 – May 2021

We delivered a flow to comply with the mandatory European data protection and privacy rules (GDPR). For that, we remodelled a legal issue into an opportunity for our customers, making the GDPR flow invisible, aiming to increase the number of registered users.

In this project, we had to rely on a multidisciplinary team that had, among others, the Legal team, which helped us to understand the problem and to validate our ideas.

Redesigning the bank experience
September 2016 – June 2017

We redesigned Itaú's application core with the product strategy team, creating low and high-fidelity prototypes, interactions and accessibility for iOS and Android. As a result, the number of users rose from 3.7 million in 2014 to 6.8 million in 2017, and they made 1.2 billion transactions just in the first quarter after launch. The app won the iF Design Award 2018, and the customers chose it as the best bank app.

Public speaking events

𝕏 **Presentation and mediation: IxDD Brno 2020**, Asociace UX (2020).

Lecture: Design Thinking for you, TechMeetup Ostrava (2019).

Ⅿ **Workshop: Start your project with Design Thinking**, Masaryk University (2019).

Workshop: Task management & prioritisation, Kiwi.com (2018).

Course: Creating a UX strategy that works, Mastertech São Paulo (2017).