

Arlindo Pacheco

UX DESIGNER

[arlindo.rocks](#)

arlindopacheco@icloud.com

+1 (407) 496-4854

[LinkedIn](#)

[Dribbble](#)

EXPERIENCE

S'WHEAT STRAWS

UX/UI Design | Web | 2020 - Present

S'wheat Straws is a direct-to-consumer, eco-friendly drinking straw company. I crafted delightful eCommerce user experiences for web grounded in an understanding of customer needs and business goals.

- Collaborated with sales team to develop site navigation, information architecture, and content strategy
- Moved swiftly and independently from wireframes to high fidelity designs in an organized approach
- Iterated visual design to create a consistent and engaging product that brings to life a rich UX

CHA CHA MATCHA

UX/UI Design | Mobile | 2020

Led the user research and visual design for a newly designed Cha Cha Matcha mobile ordering app.

- Conducted a Google Venture style design sprint for a streamlined mobile checkout flow
- Performed user research including surveys, interviews, usability testing, card sorting, persona creation, and competitive analysis
- Implemented a highly engaging visual design direction while adhering to strict brand guidelines

MY DAILY NOSH

UX/UI Design | Mobile | 2020

Provided integrated design solutions for My Daily Nosh, an app that utilizes machine learning to provide personalized solutions to recipes and shopping lists.

- Completed a scalable, machine-learning UI that uses inputs along with user history to create tailored experiences
- Implemented a strong visual design for 'Past Orders' flow while accounting for accessibility and inclusion
- Applied intuitive micro-interactions to create a more engaging user experience

SKILLS

UX/UI Design
Mobile & Web Design
Visual Design
User Research & Testing
Information Architecture
Rapid Prototyping

TOOLS

Figma
Sketch
InVision
Keynote
Adobe Creative Suite
HTML & CSS

LANGUAGES

English
Spanish
Portuguese

EDUCATION

Thinkful
Certificate, UX/UI Design
2020 | New York, NY

Parsons School of Design
Certificate, Digital Marketing
2019 | New York, NY

University of Central Florida
B.S. Business Administration
2016 | Orlando, FL