

Erick Sahara

UX & Digital Product Designer based in Brazil.

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EXPERIENCE

Decolar — *Senior Product Designer*

AGO 2025 - PRESENT

Contributing to large-scale travel products and user journeys used by millions of customers across Latin America.

PicPay — *Senior Product Designer*

MAR 2023 - AGO 2025

Led design initiatives for B2B payment and investment products within PicPay's PJ ecosystem, focusing on scalable, compliant financial experiences.

Zenklub — *Product Designer Specialist*

SEP 2021 - NOV 2022

Led design projects for the Empresas team focusing on employee management and wellness insights. I also contributed to key organizational results, improving activation and engagement rates.

Petlove — *Product Designer*

DEC 2019 - SEP 2021

Designed a dashboard for sellers to manage orders and track performance from their online store.

Impacta Tecnologia — *UX Consultant*

JAN 2019 - NOV 2019

Managed the entire design process, from research and discovery to ideation and prototyping. Conducted user interviews and usability tests to inform design decisions.

Pagar.me — *UX Designer*

MAY 2017 - MAY 2018

Conducted workshops to understand business requirements and technical limitations in order to create sitemaps, user flows, and prototypes to enhance product usability.

SKILLS

Design

Wireframing

Prototyping

User Interface Design

Research/Experiment

Usability testing

User interviews

Surveying

A/B Testing

Tools

Figma

Axure Pro

Webflow

Google Analytics & Optimize

Maze

Dovetail

Hotjar & Smartlook

Development

HTML

CSS

Javascript - Basic

TreinaWeb — UX/UI Designer & Front-End Developer

APR 2013 - APR 2017

Led the redesign of TreinaWeb's platform, improving visual and interactive elements. Also responsible for developing front-end components using HTML, CSS, and JavaScript.

LANGUAGES

Portuguese - Native

English - Advanced

Spanish - Advanced

EDUCATION

Centro Universitário Belas Artes de São Paulo

Graduate degree, Business Management

MAY 2021 - DEC 2022

Pontifícia Universidade Católica de São Paulo

Extension course, UX Digital: User experience in Digital platform

MAR 2017

Instituto Brasileiro de Tecnologia Avançada - IBTA

Degree in Internet Systems Development

FEB 2011 - DEC 2013

CERTIFICATES

English certification C1 Advanced — EF SET

Mergo UX Metrics — Mergo User Experience

Introduction to Leadership — FGV Online

Emotional Intelligence — Escola Conquer

Workshop Social Entrepreneurship — Estação Hack from Facebook

Advanced Google Analytics — Google Analytics for Business

User Research: Methods and Best Practices — Interaction Design Foundation

Human Computer Interaction — *Interaction Design Foundation*

Mobile User Experience — *Interaction Design Foundation*

Web Design for Usability — *Interaction Design Foundation*

Programming in HTML5 with JavaScript and CSS3 — *Microsoft*