



HERICK CORREA

UX/UI Designer and Web Developer

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About me

Creative, proactive, curious, and passionate about what I do. I'm a **senior professional with over 20 years of experience combining Design and Web Development**, with a strong focus on projects that require strategic vision, technical execution, and user-centered thinking. Throughout my career, **I've contributed to more than 270 digital projects**, participating from research and scope definition to final delivery, with clear metrics for performance and user satisfaction.

My graduation in Graphic Design, a postgraduate degree in Digital Marketing, and multiple technical certifications have equipped me with the knowledge and experience to combine creative thinking, strategic vision, and technical skills. I deliver accessible, user-focused products using methodologies such as **Design Thinking, Design Sprints, usability testing, information architecture, and heuristic evaluation**.

As a developer, I've been working with front-end for over 20 years and with back-end since 2006. I use modern frameworks with a strong focus on performance (Core Web Vitals) and SEO. My toolset includes Figma, WordPress, React, PHP, Git, Docker, Google Tag Manager, Analytics, among others.

Core Strengths

- T-Shaped Design
- Equitable Design
- Assistive Design
- Scalable Architecture
- Performance-Driven Dev
- CI/CD & DevOps Mindset

UX Design

- Design Thinking
- Design Sprints
- UX Research
- Prototyping
- Usability Testing
- UX Audit

UI Design

- Information Architecture
- Responsive Design
- Design Systems / Atomic Design
- Wireframing
- Usability
- Microinteractions

Web Developer

- Semantic HTML & SEO
- PHP / MySQL / WordPress
- Javascript & Typescript
- React.js & Next.js
- Accessibility (WCAG, ARIA)
- Git & Branching Workflow

Career Objective

To lead or support multidisciplinary teams in delivering accessible, scalable, and user-centered digital solutions. I combine strategic thinking, creativity, and technical expertise to optimize performance and deliver measurable results.

Professional Experience

GM5 Digital

Solutions for companies in platform development, systems, and cloud infrastructure.

📅 08/2015 • Current 📍 Home Office, Rio de Janeiro - RJ, Brasil

• Product Designer, UX/UI Designer Specialist + Accessibility

- Strategic planning in project conception
- Team leadership and project management
- UX Designer - Web and Mobile
- Application of Design Thinking methodology in creative processes
- Research and implementation of microinteractions
- Development of Information Architecture for projects
- Drafting of accessible project proposals

• Front-End and Back-End Developer + Accessibility

- Drafting of accessible project proposals according to W3C and WCAG standards
- Front-End development of WebApps using React, Next.js, and TypeScript
- PHP/MySQL development
- Development of projects in WordPress + Multisite
- Development of applications in JavaScript with Firebase Database and Auth
- Development of projects focused on SEO and performance optimization
- Development in projects using Docker Desktop and Docker Compose
- Setup, configuration, and deployment on Ubuntu servers

Brick Br

Communication and Advertising Agency

📅 07/2014 • 08/2015 📍 Barra da Tijuca, Rio de Janeiro - RJ, Brasil

• UX Designer and Full Stack PHP Developer

- Web Interface Designer
- Development of Information Architecture for projects
- HTML 5 / CSS + LESS / JavaScript ES6 development
- PHP, MySQL development
- Creation of custom themes in WordPress
- Development of projects focused on SEO and optimization

Languages

Portuguese: native

English: advanced - conversation / B2

British and American - Intensive - 2008

Academic Background

Bachelor's Degree:

Product Design - Graphic Design

Universidade Estácio de Sá - 2004

Postgraduate Degree:

Strategic Management in Digital Marketing

Faculdade FACHA - 2011

Certifications

Google UX Design

Coursera - 2025

Accessibility and Usability - WCAG

Horácio Soares - 2011

Google Ads

Marketing de Busca - 2009

Website Optimization, SEO

Marketing de Busca - 2009

PHP + MySQL (Certified PHP Engineer)

Instituto Infnet - 2009

Web Standards + Tableless + W3C

Instituto Infnet - 2006

Basic 3D Studio

Azimut Digital - 2005

Web Designer (Macromedia Certified)

Sala Vip Informática - 2002

Eylo Technology

Software Developer and Work with Augmented Reality on Mobile Devices

📅 07/2012 • 08/2014 📍 São Cristóvão, Rio de Janeiro - RJ, Brasil

UX Designer and Full Stack PHP Developer

- Mobile Interface Designer - Augmented Reality App
- Application of Design Thinking methodology in creative processes
- Design lecture for the team
- Creation of custom WordPress themes for Hotsites
- Development and implementation of usability tests
- Research and implementation of microinteractions

Freelancer

Strategic Planning, UX/UI Designer Specialist, and Development of Websites and Online Systems

📅 08/2001 • Current 📍 Home Office, Rio de Janeiro - RJ, Brasil

Product Designer, UX/UI Designer Specialist + Accessibility

- Strategic planning in project conception
- Team leadership and project management
- UX Designer - Web and Mobile
- Application of Design Thinking methodology in creative processes
- Research and implementation of microinteractions
- Development of Information Architecture for projects
- Drafting of accessible project proposals
- Automation Planning
- Automation for performance and cost reduction.

Front-End and Back-End Developer + Accessibility

- Drafting of accessible project proposals according to W3C and WCAG standards
- Front-End development of WebApps using React, Next.js, and TypeScript
- PHP/MySQL development
- Development of projects in WordPress + Multisite
- Development of applications in JavaScript with Firebase Database and Auth
- Development of projects focused on SEO and performance optimization
- Creation and integration of projects with Automations and Agents
- Development of automations with N8N Self Hosted
- Development in projects using Docker Desktop and Docker Compose
- Setup, configuration, and deployment on Ubuntu servers

Awards

Best CSS: Site of The Day

<https://tinyurl.com/bestcssawards>

Mentions and Nominations

CSS Design Awards: nominated

<https://tinyurl.com/cssdesignawards>

CSS Mania: nominated

<https://tinyurl.com/cssmaniawards>

The Design Inspiration: mentioned

<https://tinyurl.com/thedesigninspiration>

Andy Sowards: mentioned

<https://tinyurl.com/andysowards>