

MAURÍCIO SATIO MIYAJI

MARKETING & COMMUNICATION ANALYST | GRAPHIC DESIGNER | UX/UI | PROJECT MANAGER |
FRONT-END DEVELOPER | CCM (CUSTOMER COMMUNICATIONS MANAGEMENT) SPECIALIST

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PROFESSIONAL EXPERIENCE

Project Owner, Designer UX/UI e Front-End Dev

SONDA TI

2021 - 2025

- Led the creation and development of the SONDA Applications Portal (<https://aplicativos.sonda.com/>);
- Produced internal and external communication materials;
- Coordinated tasks, project routines, and UX/UI deliverables.

Senior Analyst & Developer

BRQ Digital Solutions

2018 - 2020

- Responsible for the development and implementation of CCM projects in Santander Bank's Minutaria area;
- Managed projects using Agile Scrum methodology.

Marketing & IT Analyst / Developer

Direct One

2014 - 2017

- Implemented CCM projects for several clients including Pernambucanas, Renner, Banco Pan, Santander, Bradesco, Itaú, PrintLaser, and BMK.

Communication Analyst / Software Specialist

Exímia Tecnologia da Informação

2011 - 2014

- Implemented CCM projects integrating variable data and printing systems for PrintLaser, BMK, Bradesco, and Itaú;
- Specialist in HP Exstream software.

Communication Analyst / Software Specialist

Quadient Software Technology

2009 - 2011

- Developed, implemented, and supported variable data/CCM printing projects;
- Specialist in Quadient Inspire software.

SUMMARY

Marketing and Communication Analyst with experience in both internal and external communication. Project Manager specializing in CCM (Customer Communications Management) and Design initiatives. Skilled Graphic Designer for print and digital media, and UX/UI Developer for applications and websites.

In recent years, I worked at SONDA TI, where I coordinated the creation and maintenance of the Front-End for the Applications Portal, consistently seeking the most effective UX/UI solutions to enhance user experience for the company's clients. I also developed communication templates and general documents for multiple internal and external areas. In addition to planning and leading tasks and meetings, I worked extensively with Figma for prototyping, and Adobe Photoshop and Illustrator for creating images, diagrams, and interfaces.

With a strong creative profile, I am also recognized for my organization, clear and effective communication, systemic perspective, and ability to translate complex requirements into precise, actionable deliverables.

SKILLS

- UX/UI Design;
- Print & Digital Graphic Design;
- Team Leadership & Organization;
- Variable Data & CCM Systems;;
- Project Management;
- Digital Marketing;
- Content Creation;
- Corporate Communication;
- Wireframing & Prototyping;
- Branding & Visual Identity;
- Board Game Design

EDUCATION

Bachelor's Degree in Social Communication -
Advertising & Marketing

**School of Communications and Arts (ECA) -
University of São Paulo (USP)**

 1991 - 1996

Bachelor of Mathematics (Licensure)

Universidade Virtual do Estado - Univesp

 2025 - in progress

- Expected completion: 2029
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TECHNICAL KNOWLEDGE

- Adobe Photoshop, Illustrator, XD, inDesign;
- Figma;
- HTML5 / CSS3 / Javascript;
- Angular / React / Vue;
- ClickUp / Monday / DevOps
- CCM / Logic;
- Quadient Inspire / HP Exstream;
- Agile / Scrum
- Microsoft Office (Excel, Word, Powerpoint)
- English (fluent)
- Spanish (intermediate)