

Andreas R. Hennig

Product Designer (UX/UI)

and a good friend

Hi! 🙋

I'm a Product Designer (UX/UI) with a strong technical background in IT, combining strategic product thinking with user-centered design. I have experience across the full digital product lifecycle, turning behavioral data and business needs into intuitive interfaces and efficient user flows.

📍 Feliz - RS

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Education

- Bachelor's Degree in Visual Design
UFRGS / 2015 - 2020
- Technical Degree in Information Technology Integrated with High School
IFRS Campus Feliz / 2011 - 2014
- Design Thinking: Enabling Solutions
Alura / 2022

Events

- Pitch Battle at Gramado Summit (3rd place)
Abril, 2024
- BrazilLAB — UX and Innovation in the Public Sector
Abril, 2023
- South Summit Brazil
Maio, 2022
- UX Design Seminar: Strategy, Retail and Industry
UXCO - Julho, 2021

Skills

→ Tools

- 🎨 Figma & Figjam - *Advanced* 📄 XD - *Advanced*
- 🖌️ Photoshop - *Advanced* 🎨 Illustrator - *Advanced*
- 🔗 Codex - *Intermediate* 🚀 Antigravity - *Intermediate*
- 🌟 Claude Code - *Intermed.* 🎞️ After Effects - *Intermed.*
- 📄 HTML - *Intermed.* 📄 CSS - *Intermed.* 📄 JS - *Intermed.*

In addition to the tools above, I frequently work with the **Microsoft Office suite**, **Google Workspace** and **Discord**. For project management and organization, I use **Trello**, **Monday** and **Jira**. For ideation, copywriting and creating content for mockups, I use **ChatGPT**, **Gemini** and **Claude**.

Experiência Profissional

→ Freelancer - 2012 - present

As a freelancer, I have worked across different areas of visual design, including branding, social media, illustration and print materials. My current focus is on UX/UI projects for websites and digital products.

→ Eagle & Eagle Care / Designer - 2021 - present

Hybrid role combining strategic consulting for external clients with internal product development. At the Software House, I lead the UX/UI design lifecycle for websites and complex systems, focusing on user flow analysis, information architecture and high-fidelity interfaces within agile methodologies such as Scrum and Kanban.

Eagle Care (Health-tech Startup): Responsible for the full product design lifecycle, from strategy to final interface. I conduct research with healthcare professionals, map user journeys and develop personas to validate UX decisions. I create navigation flows, information architecture and high-fidelity UI prototypes, continuously validating usability through user testing.

→ FGX – Strategic Solutions for Law Firms - 2026 - present

Ongoing work focused on evolving websites and landing pages, turning institutional pages into acquisition and conversion channels. I work on user journeys, information hierarchy, UX/UI and content architecture, connecting business goals, brand positioning and user behavior. I develop and validate solutions focused on clarifying the value proposition, generating leads and improving the experience throughout the conversion funnel.

With AI tools becoming increasingly relevant, I have been developing my own full-stack projects using GitHub, Vercel, Stitch, Antigravity, Claude Code and Codex.

Languages



Portuguese
Native



English
Fluent



German
Advanced



Spanish
Intermediate