

# Christoffer Kraus

*last updated April 4, 2016*

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Highly qualified UX Designer for software and web products, focused on research, innovation and great user experience, grounded on more than 10 years of experience as Front-End Developer and PHP Programmer.

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## Education

February 2013 - December 2014 Stopped after the 2nd semester	<b>Technologist in Creative Advertising and Production</b> at Univesity of Vale do Itajaí, Brazil
April 2008 - December 2014 Stopped after the 3rd semester	<b>Technologist in Business Process Management</b> at University SOCIESC, Brazil (Distance learning)
August 2009 - August 2010 Stopped after the 2nd semester	<b>B.Sc. Advertising</b> at Pontifical Catholic University of Goiás, Brazil
February 2009 - June 2010 Stopped after the 3rd semester	<b>Technologist in System Analysis and Development</b> at University of Tocantins, Brazil (Distance learning)

## Courses

Unity 3D at UNIVALI University, Florianópolis, Brazil, 2012  
C# Development at Pensou.NET, Goiânia, Brazil, 2010  
English at EF Education First Los Angeles, Redondo Beach, United States, 2009  
Analyst in Finances at SOCIESC University, Florianópolis, Brazil, 2009  
Analyst in Human Resources at SOCIESC University, Florianópolis, Brazil, 2008  
Network Management at UNISUL University, Tubarão, Brazil, 2004  
Design of Web-based Information Systems at UNISUL University, Tubarão, Brazil, 2004  
User Interface Design at UNISUL University, Tubarão, Brazil, 2004  
Network Security at UNISUL University, Tubarão, Brazil, 2004

## Work Experience

### UX Designer, Front-end Developer and PHP Programmer

ChrisKr.com - Florianópolis, Brazil - Software developer

September 2013 - Actual

*ChrisKr.com is the brand created to centralize my freelancer projects and contact.*

- Help organizations improve their websites and create custom projects from start to finish, including mobile apps, enterprise software, cloud applications and any kind of web-enabled software;
- Define the user interface for new or existing software, helping organizations deliver the optimum experience to their users and ensuring the product fulfil the users' needs and the organizational objectives for increased engagement, satisfaction and conversions;
- Create custom WordPress themes and plugins based on a original design or commercial templates;
- Front end development using HTML5, CSS3 and Javascript improved by JQuery and AngularJS. PHP programming and MongoDB data modeling. Interface design using Photoshop, Illustrator and others graphical tools.

### Game Interaction Designer

Sábia Experience S/A - Florianópolis, Brazil - Game developer

August 2011 - June 2013

*Sábia is a Brazilian social and technological innovation company dedicated to fostering transformation in organizations with annual revenues of approximately \$16 million.*

- Define the user interface for new experiences of marketing and education on touch screen tables and screens;
- Gauge the gamification and usability of products and develop storyboards, wireframes and prototypes to effectively communicate interaction and design ideas;
- Interface design and front end development using QML and Javascript. Web development with HTML5, CSS3 and Javascript improved by JQuery and AngularJS;
- Coding respecting semantic web standards and accessibility. Modern responsive web design using Bootstrap and Zurb Foundation.

## **UX Designer**

Intelligent Biometric Systems - Goiânia, Brazil - Software developer

April 2009 - January 2011

*Brazilian startup specialized in biometric and authentication technology that developed your own facial recognition algorithm.*

- Lead a small developer team of .NET and Delphi developers. Responsible for defining and implementing relevant and recent technologies, and communicate it using presentations and prototypes;
- Plan, research, and writing documentation of new products with compelling user experiences and user interfaces using the facial biometric system algorithm;
- Front end development MVC and MVVM playing on ASP.NET and Silverlight. Web applications development with HTML and Silverlight.

## **UI Designer**

TOTVS S/A - Florianópolis, Brazil - Software developer

February 2009 - April 2009

*TOTVS is the 6<sup>th</sup> largest ERP developer in the world and market leader in Brazil and Latin America, with annual revenues of approximately \$1,4b.*

- Information architecture focused on reducing the learning curve of complex forms and steps;
- Improve e-learning products with users interviews and usability tests;
- Create personas, scenarios, wireframes and mockups to translate interaction ideas to development team;
- Maintain a working relationship with the team in a agile development environment;
- PHP development, JavaServer Faces building and rich front end development using Flex, Flash and Javascript.

## **UI Designer**

DATASUL HCM - Florianópolis, Brazil - Software developer

January 2008 - February 2009

*DATASUL was the largest developer of ERP in Brazil until be acquired by TOTVS in 2008.*

- Front end development of e-learning products with JSF, PHP, HTML, CSS and Javascript;
- Wireframes and diagrams to translate business and user needs to development, sales and business teams;
- System analysis and documentation of new features;
- Software estimation using Use Case Points and Function Points techniques.

## **PHP Developer/UI Designer**

Fábrica Di Chocolate - Joinville, Brazil - Franchising

October 2007 - February 2008

## **Educational Coordinator**

EDUCON - Joinville, Brazil - Distance university

December 2006 - August 2007

<b>PHP Developer/Web Designer</b> Zachi Soluções - Joinville, Brazil - Technology advertising agency	March 2006 - November 2006
<b>Programming Instructor</b> Escolas RTI - Joinville, Brazil - Computer school	March 2005 - January 2006
<b>Front-End Developer</b> SLG Comunicação - Joinville, Brazil - Advertising agency	August 2004 - December 2004
<b>Educational Coordinator</b> Escolas SID - Tubarão, Brazil - Computer school	January 2004 - August 2004
<b>Flash Game Designer</b> Biblical Games - Joinville, Brazil - Game developer	August 2003 - December 2003
<b>Instructor for web and graphics tools</b> Escolas SID - Joinville, Brazil - Computer school	February 2003 - August 2003
<b>Telemarketer (Internship)</b> Quanta Inteligência da Informação - Joinville, Brazil - Call center	May 2002 - November 2002

## Skill and Interests

**Languages:** Portuguese – Native, English – Advanced, Spanish – Basic, German – nichts!

**Development background:** 10+ years experience in PHP developing, web development (HTML, CSS, Javascript) and relational databases (MySQL), brief experience with C#, Java, QML, Node.js and NoSQL (CouchDB, MongoDB and ArangoDB). Familiarity with some IDEs (Eclipse, Visual Studio, Qt Creator and IntelliJ), version control systems (CVS, SVN and Mercurial) and useful development tools like WinSCP and PuTTY. Experience with Scrum and Agile development. Knowledge of and experience in designing for web standards, SEO/SEM and WordPress building responsive themes and plugins.

**Computer software:** Photoshop, Illustrator, CorelDraw, InDesign, Flash and Dreamweaver. Basic shell commands and services configuration in Linux (Fedora and Ubuntu). Prototyping with Axure RP, Balsamiq and PowerPoint.

**Frameworks and libraries:** JQuery, Modernizr, AngularJS, QUnit, Bootstrap and Zurb Foundation.

**Interests:** Internet, design, advertising, people behavior, self-learning, analytics review, user testing, usability, cognitive ergonomics, human-machine interaction, artificial intelligence, search engine, data mining, software design, Javascript, traveling, photography and games.

## Recent Projects

Qualidade.co - Consulting/Education - Florianópolis, Brazil September 2013 – Actual  
*Qualidade.co is a startup of e-learning for quality enhancement in process and outcome. I am partner at concept and responsible for the implementation.*

Pirtup Wallet - Financial - Goiânia, Brazil September 2014 – 2015  
*Pirtup is a bitcoin wallet and platform where consumers can transact with this new digital currency. I worked on front end development, website design and product definitions.*

Quanta Previdência Uniced - Financial - Florianópolis, Brazil November 2013 – 2015  
*Quanta is one of the largest managers of private pension funds in Brazil. I am working on software design and development for financial forecasting improvements.*

SEED Tecnologia - Information Technology - Joinville, Brazil November 2005 – 2015  
*SEED is a Brazilian leader in providing solutions for industrial advanced resources planning. I develop GUI Design and software prototyping, also all branding, media and graphic design related.*

Check my portfolio at [www.chriskr.com](http://www.chriskr.com) and ask me for my confidential case studies.