



Full Stack Designer

# PAULO FOERSTER

Throughout my career, I've specialized in UX/UI design and digital transformation. My approach combines strategic thinking with meticulous execution - whether I'm building design systems, developing brands, or creating intuitive digital interfaces. I'm equally comfortable in leadership roles and hands-on creative work.

**Experience**

**BB Seguros, Sao Paulo**

Lead UX/UI Designer, Jun 20 - Feb 25

**Revonic, Dubai**

Senior UX/UI Designer, Nov 18 - Jun 20

**Emirates, Dubai**

UI Design Lead, Aug 11 - Nov 18

**LBi, Dubai**

UI Designer, Sep 10 - Aug 11

**Ogilvy, Dubai**

Digital Art Director, May 10 - Sep 10

**Flip Media, Dubai**

Digital Art Director, Sep 08 - May 10

**Xisché, Dubai**

Digital Art Director, May 08 - Sep 08

**tv1.com, Brasilia**

Visual Designer, Jan 06 - Dec 06

**AgênciaClick / Isobar, Brasilia**

Visual Designer, Apr 05 - Jan 06

**Education**

Masters in Graphic Design, 2004 - UFPE

Postgraduate degree in Digital Products, 2024 - EBAC

**Expertise**

Design Systems, Digital Transformation,  
UX / UI Design, Art Direction, Typography,  
Brand Development

**Tools**

Sketch	_____
Figma	_____
Adobe CS	_____
Keynote	_____
HTML	_____

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**Clients**

CIB [↗](#)

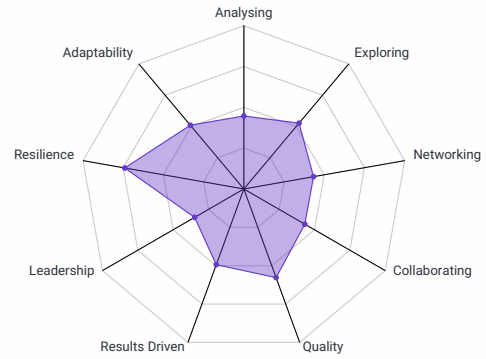
FAB [↗](#)

Emirates [↗](#)

The Red Sea [↗](#)

# Paulo Foerster

Tenacious Efficient Innovative



## Thinking

**Analysing | Exploring**

Paulo is curious and likes to explore new ideas and approaches. When faced with a problem, Paulo tends to think out of the box and enjoys considering a wide range of alternatives. Paulo looks for opportunities to learn and thrive in roles which offer them novelty and variety. On the flip side, Paulo may get bored in routines and at times may be perceived as overly optimistic or having impractical ideas.

Paulo prefers to take decisions based on feelings or instinct rather than rely on evidence. As a result, Paulo tends to pay attention to different views and opinions rather than spending their time analysing data.

## Connecting

**Networking | Collaborating**

Paulo can take time to establish rapport with new people and may be reserved in group settings. Paulo may prefer to work independently and can find it uncomfortable to be the center of attention.

Paulo tends to keep their opinions to themselves and avoids getting involved in problems of their co-workers. Paulo can be quite competitive and may be skeptical about people unless proven otherwise. Paulo may take decisions without considering the viewpoints of others.

## Executing

**Quality | Result Driven**

Paulo pays attention to details and enjoys delivering work that is of a high standard.

Paulo tends to be systematic, methodical and organised and delivers within deadlines. Paulo is reliable and disciplined and driven to achieve their goals.

## Progressing

**Leadership | Resilience | Adaptability**

Paulo recovers quickly from setbacks and does not let negativity pull them down.

Paulo views failures as learning opportunities and an intrinsic part of the route to success.

Paulo is comfortable with working in rapidly changing environments.

Paulo enjoys discovering new cultures and approaches and the learning opportunities these bring.

Paulo generally prefers to work in an individual capacity rather than lead teams.

You generally prefer to work in an individual capacity rather than lead teams.

## Role Fit

- Roles dealing with implementing new practices, conflict management.
- Roles dealing with or providing input to senior management or involving tasks that require precision and detail such as drafting communications.
- Roles that allow you to create, conceptualise and innovate to deliver results

## Organization Fit

- Organisations that are characterized by high levels of uncertainty, change, and diversity. This can include startups, businesses going through turnarounds or accelerated growth.
- Organisations that value high quality work that is precise and detailed.
- Organisations that promote innovation and risk taking.