

Gustavo Cardoso Pereira

Senior Product Designer

WORK EXPERIENCE

Uhuu.com, Porto Alegre, Brazil.

A Entertainment Tech, focused on a e-commerce for tickets.

Senior Product Designer 06/2023 - 02/2024

- Optimized the sales user journey for B2C users, supporting product delivery and bigger events.
- UX research to create new products and features.
- High-fidelity prototyping.
- Product documentation.

FRT Digital, Sao Paulo, Brazil.

A Technology Consultancy, focused on financial products.

Mid UX/UI Designer 05/2021 - 06/2023

- Delivered over 10+ projects for one of the biggest banks in Brazil.
- High-fidelity prototyping.
- Working with different user profiles and products
- Specialized in Financial Products.

Aprix, Porto Alegre, Brazil.

A Startup, focused on solving complex pricing problems using AI.

Product Designer 05/2020 - 04/2021

- UX research to create new products and features
- Delivered 5 new features for their product and created 2 new products for their portfolio.
- Created a complete process of user registration and onboarding for the company
- User testing with our client base for product improvements
- Creating product strategies aligned to the company goals
- High-fidelity prototyping.

PREVIOUS EXPERIENCE

Junior UX/UI Designer, WAAC Agency, Sao Paulo, Brazil. 11/2019 - 05/2020

Graphic Designer Freelancer, Brazil. 09/2015 - 10/2019

CONTACT

- Porto Alegre, Brazil
- +55 51 998 531 966
- gustavopereira96@gmail.com
- uxgustavopereira.com

SKILLS

Hard skills

- Prototyping
- Wireframing
- UX Research
- Usability Testing

Tools and Software

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Hotjar / Mouseflow
- Google Analytics

EDUCATION

UNISINOS, Porto Alegre, BR.

Associate of Product Design

01/2015 - 08/2018

LANGUAGE

Portuguese, Native

English, Fluent

Spanish, Beginner

German, Beginner

Japanese, Beginner