

gabriel gomes gabrielgomes.co

interaction & service designer

based in
são paulo

working @
fjord

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Studied Graphic Design @ Belas Artes in São Paulo and have been working with digital experiences for the past 9 years and 5 years with user-centered & user experience design.

Past experiences includes companies like Avianca, Santander, Bradesco, Fleury, AES Eletropaulo, Yahoo, Tumblr, New York Times, Shell, and some other contributions.

experience

fjord / out 2016 - present

service & interaction designer

Since 16' works @ Fjord with design consulting for large firms creating services and experiences that people love for the most diverse areas - going from financial, to entertainment and health.

Focused on building services and experiences through an user-centered methodology - understanding and engaging with the user, stakeholders and design team for a common objective.

- Intense use of tools and research methods;
- Use of a big range of methodologies and agile solutions;
- Capacity of translating concepts and ideas in tangible value-driven touchpoints between a user and a service/product.
- Eyes in the future - aligned with market trends, being able to create solutions to serve the user needs on different devices and technologies;

- Collaboration with different roles and capacities and cultures - Visual, Service, Business and Interaction Designers, Process and Technology from different countries, cultures and languages for a common purpose.

Some skills:

- Team building/ indoctrination of the design process;
- Moderation/facilitation in workshops;
- User and stakeholders interviews (moderation and analysis);
- Usability testing (moderation and analysis);
- Conceptualization;
- Personas;
- Journeys;
- Wireframes;
- Prototyping;
- Navigation Flows.

standmedia / march 2015 - 2017

owner & designer

Stand Media was created to bring the leading innovations in web design and functionality that large international companies are using to smaller local companies that want to deliver the best user experience for their customers.

#digital + #creativity + #innovation

yahoo / 2014 - march 2015

editorial operations (ux web master)

Collaboration with LATAM and Global teams to support & launch new products & give training to the local teams.

Worked along with AAA partners such as NY Times, VEVO & etc to give technical consulting for partnerships.

Partnered with regional Editorial, Business Development, third party companies & other internal/external teams to develop digital solutions.

Support for Social Media & SEO. Use of metrics to track results and find out where to improve.

yahoo / 2013 - 2014

front-end & design intern

- Brand new editorial digital experiences. (Infographics)
- Creative strategies to the development of ideas & plans, with deep research & tech.
- User-centered development - UX & design.
- Technologies: Html / CSS / Javascript / Flash

company facas / 2009 - 2013

graphic design

- Development of the website, internal communications and marketing.
- Use of graphic programs (AutoCAD, Illustrator, Photoshop, CorelDraw).
- Development of practical solutions involving the packaging design.
- Administrative solutions. (Business plans and Tech).

education

centro universitário belas artes / jan 2013 - dec 2016

bachelor's degree, graphic design

Labeled as the best Brazilian Design School, the course is focused in the development of a creative thinking with the study of the craft, history and culture & the understanding of the growing creative economy to build solutions for our age.

- Undergraduate Research Mentorship Program - Scientific Initiation

- Research about the User Experience in the Digital Environment.

- Class Representative during the entire program

etec parque belem / jan 2011 - dez 2012

technical, information systems

Learning of Programming, Web Design, Entrepreneurship. Ended the course with the development of a fictional company for a real client.

others

Volunteering experience

YWAM Chico - California

Worked in a marketing campaign to fundraise US\$400.000 to repave a really important road to their community in Chico, California. Also helped homeless people serving food and smiles in the city & projects to serve the community.

Languages

English
Fluent oral & written

+ international exp.

Portuguese
Fluent oral & written

+ native exp.

Spanish
Intermediate Business fluency

+ international exp.

+ Fast learning and interest for new languages