

# Fabiano Arouche

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## Summary

Product Designer degree at Federal University of Maranhão - UFMA and MBA in Marketing at Fundação Getúlio Vargas – FGV. Knowledge and experience in Marketing, Branding, Product Design and Graphic Design areas. Experience: UX/UI design, mainly in mobile applications, website and research. Other previous experiences: business consultancy, corporative visual identity projects, graphic design for printed and electronic media, business presentations, marketing strategy, marketing planning, demographic research. My approach is to combine innovative ideas to project and/or business context, always considering the market environment where the company is acting on.

## Experience



### UX Designer

Ocarina Studios

Aug 2022 - Present (1 year 6 months)

Working on two mobile application projects (sound editing application and adventure mobile game) as a User Experience, User Interface and User Research designer. Experience as art director, creative team management and participating on game design brainstorms and definitions.



### UX UI Designer

Vintality: Tech + Terroir

Nov 2022 - Present (1 year 3 months)

Working on a mobile application for agriculture management project as a User Experience, User Interface and User Research designer.



### Product Designer | UX UI designer

Fabiano Arouche Design

Jul 2022 - Present (1 year 7 months)

## Branding and Design Consultant

FABIANO AROUCHE design

Jan 2012 - Present (12 years 1 month)

Diagnosis and strategic planning of corporate identity. Creation and implementation of solutions in corporate identity projects, creation of graphic pieces in printed and electronic media, creation of presentations for companies, marketing strategy, marketing planning.



### Social Research Supervisor

IBGE

May 2017 - Present (6 years 9 months)

Experience on collecting, refining and analyzing social data to provide information to federal government in order to define public services and funds allocation. Experience on research management, by team coordination on social data management.



## **Marketing and Design Consultant**

**Duraz Pré-Moldados**

May 2009 - Present (14 years 9 months)

Creation, management and implementation of corporate identity; creation and implementation of marketing and communication strategy solutions. Administrative activities: internal and external sales; control of accounts payable and receivable; negotiation and collection; control and acquisition of materials and equipment.

## **Marketing and Design Consultant | Owner**

**Cardinallis Arquitetura de Negócios**

Apr 2008 - Jan 2012 (3 years 10 months)

Experience in the areas of marketing and design: creation, management and implementation of corporate identity; creation and implementation of marketing and communication strategy solutions; consultancy in the development of projects and products for public and private institutions; creation of company and business presentations; preparation of projects to raise funds; preparation of commercial proposals; market research. Experience in administrative activities: internal and external sales; control of accounts payable and receivable; negotiation and collection; control and acquisition of materials and equipment.

## **Education**



### **Ironhack**

User Experience and User Interface Design Bootcamp, Tecnologia da Informação

Jan 2022 - Jul 2022



### **FGV - Fundação Getúlio Vargas**

Master of Business Administration (MBA), Marketing

Sep 2008 - Apr 2012



### **UFMA - Universidade Federal do Maranhão**

Bachelor's Degree, Product Design and Graphic Design

Jan 2004 - Aug 2008

## **Skills**

Product Design • User Experience (UX) • User Interface Design • User Interface Prototyping • Wireframes • Design thinking • Design Research • Art Direction • Visual Identity • Graphic Design