

Fabiano Leonardo Pestana Arouche

fabiano@arouche.net | www.arouche.net | www.linkedin.com/in/fabiano-arouche | +55 (98) 98404-0074

SUMMARY

Product Designer with a bachelor's degree from the Federal University of Maranhao and an MBA in Marketing from Getulio Vargas Foundation. More than 12 years of experience in creative field. Worked as a designer consultant for more than 20 companies. UX/UI designer focused user research, wireframing, prototyping, and design thinking. Skilled in branding, visual identity, graphic design, and marketing strategy. Expertise in art direction, managing creative teams, and user engagement strategies.

EXPERIENCE

UX UI Designer (Remote)

Aug 2022 - Dec 2023

Ocarina Studios

- Led user experience design and user interface development for 2 mobile app projects (sound editing app and adventure game), using principles of design thinking and user-centered design.
- Managed user research and benchmark with more than 10 different applications to inform wireframing, prototyping, and interaction design phases, aiming to ensure optimal usability and engagement.
- Collaborated as an Art Director, managing creative team with 4 people and contributing to brainstorming sessions and game design definitions.
- Worked using agile methodologies to facilitate iterative design processes, focusing on increase in user engagement, working with more than 200 project documents.

UX UI Designer (Remote)

Nov 2022 - Apr 2023

Vintality Tech

- Designed user experiences and interfaces for a vineyard data management mobile app in the agriculture sector, focusing on information architecture and responsive design principles, working with a team of 6 people including software engineers, agriculture engineers and soil management specialists.
- Conducted user research to understand user needs and preferences, informing the development of user flows and visual designs for around 10 functionalities.
- Employed agile methodologies to facilitate rapid prototyping and iterative design cycles with 3 final clients, aiming to ensure usability and user satisfaction.

UX UI Designer and Branding Consultant

Jan 2012 - Present

Freelancer

- Provided strategic corporate identity planning and implementation for branding projects, integrating principles of design thinking, visual hierarchy, as well as aesthetic, symbolic, and functional aspects for more than 12 fields of activity.
- Created printed and digital graphics, business presentations, and marketing strategies for more than 15 business.
- Directed user research to inform branding decisions and improve user engagement, resulting in successful branding and rebranding initiatives for more than 20 companies, aiming at growth in their respective markets.
- Created interfaces for more than 10 websites using UX/UI concepts.

Social Research Supervisor

May 2017 - Present

Brazilian Institute of Geography and Statistics - IBGE

- Supervised social data research teams to collect, refine, and analyze data for the federal government, employing principles of user research, managing the relationship with more than 600 reporting entities.
- Addressed data collection challenges and ensure data accuracy and integrity, managing a team with 22 people.

Marketing & Design Consultant

May 2009 - Apr 2017

Duraz Precast Concrete Industry

- Created strategies to strengthen corporate identity and developed marketing and communication strategies, integrating principles of user experience design, visual design, marketing, and branding, with more than 15 on and offline advertisement pieces.
- Worked in 3 different company areas, including external sales, accounts payable/receivable, negotiation, and procurement, employing collaborative approaches to achieve the company's business objectives.

Marketing & Design Consultant/Partner

Apr 2008 - Jan 2012

Cardinallis Business Architecture

- Provided marketing and design consulting services, integrating principles of user experience design and user-centered design, focusing on the market, for more than 10 companies.
- Developed business presentations, project proposals, and market research reports, employing interactive design principles, in more than 20 projects.
- Acted in sales, accounts, negotiation, and procurement, promoting collaborative relationships with clients and partners, contributing to 200% growth of company results over 4 years.

EDUCATION

UX & UI Design Bootcamp | Ironhack | Jan 2022 - Jul 2022

MBA in Marketing | Getulio Vargas Foundation - FGV | Set 2008 - Apr 2010

Bachelor's degree in Product Design | Federal University of Maranhao | Jan 2004 - Aug 2008

SKILLS

User Experience (UX) | User Experience Design (UED) | User Interface Design (UI) | UX Research | Product Design | Wireframing | Interaction Design | User-centered design | Usability testing | Design Research | Prototyping | Web Design | Design Thinking | Art Direction | Visual Identity | Graphic Design | Branding | Marketing | Adobe Illustrator | Figma | Slack | Confluence | Jira | Elementor