




Daniel
Pereira

CONTACT

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WORK EXPERIENCE

07/2019 - CURRENT - Porto, Portugal

Senior UX / UI Designer

Trust Fractal

Fractal is a German company based in Berlin, Porto and Singapore which offers a fully compliant KYC (Know Your Customer)/AML onboarding process with a focus on usability, enabling a wave of emerging global Fintechs in building a truly global userbase.

At Fractal I am the UX / UI Designer responsible to ensure that the designed interfaces meet all user needs, ensuring their satisfaction when interacting and going through with the company's main product journey.

Main Activities

- UI Design
- UX Design
- Art Direction
- Web Design

Financial and insurance activities | www.trustfractal.com/ | Berlin, Germany

01/08/2015 - 06/2019 - Porto Alegre, Brazil

Lead UX / UI Designer

Waycomm

At Waycomm I was the Ux / Ui Designer responsible for all user experience and graphic design of the agency's projects.

I had the opportunity to attend major brands, among which I can highlight Unisinos (Sinon Valley University), Moinhos de Vento Hospital and other major brands in health and hotels segments. At Waycomm I was also responsible for being a communication channel between the client and the team of designers and developers, thus being responsible for translating to the team the need in relation to the design and the user experience. In addition, I was responsible for maintaining the quality of the work, actively participating in design and UX approvals and decisions.

Main Activities

- UX Design
- UI Design
- Art Direction
- Web Design

www.waycomm.pt | Porto Alegre, Brazil

01/01/2015 - 01/07/2015 - Novo Hamburgo, Brazil

Lead UX / UI Designer

Salve Salto

Salve Salto was a startup of the shoes industry. I was responsible for the user experience area. In the period in which I worked at the company, I helped in the development of the payment system platform, among other website and product improvements.

Main Activities

- UX Design
- UI Design
- Art Direction
- Web Design

Manufacturing | Novo Hamburgo, Brazil

01/10/2008 - 15/08/2014 - Porto Alegre, Brazil

● Senior UX / UI Designer

Terra Networks

At Terra I worked in agile teams responsible for the creative development of new digital products including the new Portal launched in 2014. As an information architect I had a leadership role within, being responsible for translating the needs of the product to the team.

Main activities

- Art Direction
- Web Design
- Information architecture
- Ux Design

Information and communication | www.terra.com.br | Porto Alegre, Brazil

03/04/2003 - 01/09/2008

● CEO

Solve Interativa

Solve Interativa was my company. I was responsible for virtually every stage of project creation. This included customer service, budget, information architecture, art direction and web design, testing and approval.

I've developed projects for small, medium and large companies, such as Angeloni, RBS, Terra, Grupo Sinosserra, and Gerdau (largest metallurgical company in Latin America).

Main Activities

- Information Architecture
- Art Direction
- Web Design

Porto Alegre, Brazil

01/03/2001 - 01/03/2003

Web Designer

● AG2

At AG2 I was responsible for turning wireframes into compelling art direction screens that transmit the identity of customers.

I had the opportunity to work with great clients such as EMBRAER (third largest aircraft manufacturer in the world) and Lojas Renner (JC Penney of Brasil).

Main activities

- Art Direction
- Web Design
- Flash Animations
- Advertising Banners

www.ag2.com.br | Porto Alegre, Brazil

EDUCATION AND TRAINING

10/05/1997 - 20/01/2003 - Canoas, Brazil

● College / University - Social Communicatons - Publicity and Advertising

ULBRA - Universidade Luterana do Brasil

LANGUAGE SKILLS

MOTHER TONGUE(S): Portuguese

English

Listening
C1

Reading
C2

Spoken
production
C1

Spoken
interaction
C1

Writing
B2

DIGITAL SKILLS

UX / UI

Adobe Creative Suite / Adobe XD / inVision / Adobe Photoshop / Adobe Animate / Adobe Illustrator / Sketch / Xmind

Communications

Asana / Slack / Trello / Agile (Scrum)

Developer Skills

WordPress / Basic HTML / Basic CSS

HONOURS AND AWARDS

Honours and awards

- TV Connect Industry Awards 2013 – Terra Live London 2012 - Application for connected TVs was considered the best application of the year;
- 27th Hall of Advertising - online advertising - popular vote;
- 28th Hall of Advertising - Gold in digital marketing;
- 28th Hall of Advertising - Grand Prix in digital marketing;
- 2002 Columnists Award - Bronze in digital marketing;
- 2003 Columnists Award - Gold in digital marketing;
- 2004 Columnists Award - Silver - Culture and Education;
- 2004 Columnists Award - Bronze - Culture and Education;
- 2004 Columnists Award - Silver - Products and Services for Farming;
- 2004 Columnists Award - Silver - Automotive Products and Services;
- 14th Gramado World Advertising Festival - Bronze in Banner Rich Average;
- 14th Gramado World Advertising Festival - Gold in popular vote;
- 14th Gramado World Advertising Festival - Gold in popular vote.

COMMUNICATION AND INTERPERSONAL SKILLS

Communication and interpersonal skills

To be working in large companies I have acquired the ability to relate well to people, knowing how to ponder, criticize and accept criticism in a responsible way, making me an excellent professional to work in great teams.

JOB-RELATED SKILLS

Job-related skills

- Good skills in working with agile (scrum, etc.) methodologies acquired while working at Terra
- Ability to work under pressure
- I consider myself innovative and creative, always looking for the best ways to make work processes agile at design level.
- I am multitasking with specific knowledge in certain areas but able to exercise and learn other activities quickly.
- Ability to relate well to people, knowing how to reflect on different opinions and accept criticisms in a thoughtful way in order to maintain diplomacy with co-workers and clients.