

# Bruno Peres

## UX Designer

Toronto, ON

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[brunoperes.com](http://brunoperes.com)

Over 10 years of UX and digital experience. Possess extensive knowledge about technologies, digital trends and best practices.

Solid experience with top tier Retail, Banking, Automotive, Pharmaceutical, and CPG.

Brands include Volkswagen, Walmart, Samsung, McDonald's, CIBC, Unilever, Ambev, Diageo and Merck.

Technically Savvy UX Designer. Experience with Agile UX and in utilizing Sketch, Axure, InVision, Adobe Suite, HTML, CSS, JavaScript, GIT and related technologies. Extensive knowledge of Bug Tracking and UX Research.

## EXPERIENCE

**Tribal DDB, Toronto** - *Product Designer*

OCTOBER 2017 - PRESENT

**Razorfish, Toronto** - *Senior UX Designer*

JUNE 2016 - OCTOBER 2017

- Part of the Walmart.ca and CIBC teams, focusing on their mobile apps, online tools and e-commerce .
- Conducted user tests and sketching workshops to kickstart projects and gather ideas from the rest of the team.
- Designed a new cart experience for Walmart, making it easier for customers to visualize and understand all the new types of products and shipping options Walmart.ca started offering in 2016.

**StudySoup, Toronto** - *Lead UX Designer*

APRIL 2015 - JANUARY 2016

- Used google analytics and tools like Crazyegg to create a better homepage. Their bounce rate went down significantly, driving users to know more about StudySoup.
- Updated their Sign Up and Upload flows. After 11 months in the company there were 3x more users and 5x more documents uploaded.
- Simplified how design and development teams could work together by implementing new processes using tools like Avocode and InVision.
- Using Sketch, I updated their brand identity and created style guides for colours, typography and language usage.

## **Ginga One, São Paulo** - *UX Designer*

**JANUARY 2014 - JULY 2014**

- **Won over a difficult stakeholder by presenting high-fidelity wireframes.**
- **Prototyped an app market that was deployed in more than 1.000.000 smartphones and tablets from Multilaser, one of the biggest technology companies in Brazil.**

## **Inkuba, São Paulo** - *UX Designer*

**JANUARY 2010 - OCTOBER 2013**

- **Created, in a tight schedule, the Digital Asset Manager prototype that won Unilever's account for the agency.**
- **The same prototype was then used as an example by Volkswagen when they contacted Inkuba looking for a similar platform.**
- **Pitched the idea and created a high-fidelity prototype for the Diageo Carona project, where Diageo (an alcoholic beverages company) employees could hitch a ride with each other after their parties.**

## **BoxBrazil, Rio de Janeiro** - *Art Director*

**JANUARY 2009 - NOVEMBER 2009**

## **NaMoral, Rio de Janeiro** - *Art Director*

**JANUARY 2007 - JULY 2008**

## **EDUCATION**

**George Brown College, Toronto** - *Game Development (2014 - 2017)*

**UniverCidade, Rio de Janeiro** - *Industrial Design (2004 - 2007)*

## **AWARDS**

**Cannes Cyber Lions, 2012**

**1 bronze - Cyber Lions**

**From Love To Bingo - Digital production for AlmapBBDO and Getty Images**

**El Ojo de Iberoamérica - 2 Golds, 2012**

**2 golds - Interactive/Sites - Mobile sites and Microsites**

**From Love To Bingo - Digital production for AlmapBBDO and Getty Images**