Bruno Pinheiro

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SENIOR PRODUCT DESIGNER | UX DESIGNER

Experienced and accomplished **Product Designer** with over 20 years of design-related expertise. Specialized in **end-to-end mobile and web application design and process improvement**, I have a proven track record of delivering **seamless user experiences**. With a strong focus on efficient design and development processes, I excel at optimizing workflows and driving successful project outcomes. For the last two years I am leading a remote development team and collaborating closely with in company cross-functional teams, to ensure effective communication and collaboration and achieve project success.

Tech skills: AI Prompt | Figma | Adobe Suite | HTML | CSS | JavaScript | Jira | Git | Linux | A/B testing

Soft skills: Adaptability and Continuous Learning | Effective Communication | Problem-Solving and Attention to Detail | Collaboration and Project Management | Creative Thinking | Time Management | Enthusiastic and Self-Motivated

Areas of Expertise: Design Thinking and Strategy | User-Centric Design | Prototyping and Wireframing | Usability Testing and Metrics | End-to-End Process and Optimization | Agile Methodologies | AI Integration for UX and Programming | Collaboration Across Disciplines | DevOps

Experience

Product Design & Technology Lead / MAY 22 – NOW / Edco, Ireland
Ireland's leading educational platform

- Leading a team of developers and parallel relationships with cross-functional team members in IT, Editors, Animators, Testers and Product Managers.
- Organized and implemented new design and development processes by recognizing bottlenecks and ensuring everything ran smoothly and efficiently among the teams - content, designers, developers, and other stakeholders.
- Currently undergoing the Web App re-design project, which involves the end-to-end UX & UI process.
- Implemented a new Project Management System to prioritize and organize workload and projects.
- Responsible for managing Product Gallery, permanent content, CMS, and other internal tools.
- Evangelizing and promoting the usage of agile methodologies drove a more product-focused environment.
- Member of the company's AI research group.

Over a year, we had significant achievements in the following areas:

- Enhanced Game Delivery: The monthly game delivery rate witnessed remarkable growth, surging from 30 games per month to 100.
- Increased the development team Efficiency by identifying improvement opportunities within processes, implementing best practices for distributed teams, and defining strategic initiatives to enhance the design team's processes, tools, infrastructure, and workflows. This action

allowed us to reduce developers' weekly working hours from 100 to 50, resulting in substantial cost savings while maintaining higher productivity.

- Successful Project Completion: The first project yielded impressive results, with almost 600 games successfully delivered. This accomplishment demonstrates high level of commitment and competence in meeting project goals.
- Enhanced Quality Assurance: After implementing improved testing practices, the need for reworking games post-testing decreased significantly by 70%. This reduction signifies a more efficient development process, resulting in a quicker delivery to the market.

UX | UI Designer - Contract / Jan 22 – Apr 22 / Imvizar, Ireland
Augmented Reality Startup

- Worked in the end-to-end mobile and web application re-design, from re-branding their logo to creating new interfaces for all digital platforms.
- Conducted market research and analysed the target audience to implement new features and layouts.
- Collaborated with developers, researchers, and other senior stakeholders in cross-functional teamwork.
- Created their Design System from scratch, ensuring new features and changes followed the established guidelines and brand layout.
- Conducted usability testing to ensure high-quality results.
- Pitched ideas to senior stakeholders and convinced them to accept new implementations.

Achievements:

- Successfully improved the user experience, ensuring a smooth user journey and quality.
- The company achieved new partnerships and investments after the re-branding, the mobile app and web page re-design.

Motion Designer / Jan 21 – Oct 21 / Thérapie Clinic, Ireland
Europe's No.1 medical aesthetic clinic

- Producing creative in-house content for online advertising through filming, editing and motion graphics skills.
- Actively participated of the creation of the company podcast "Fertility Talks" that is on air till today.
- Delivered more than 40 publicity videos, 100 images, and 10 3D animations.

Product Designer | 3D / Jul 18 – Jan 21 / McGowans Print, Ireland
Ireland's leading business printing and large-format printing company

- End-to-end solutions for 3D printed products, receiving briefings and developing new design solutions creating and preparing files to be 3D printed in large (Massivit1800) and small formats.
- Making 3D illustrations to be printed as 3D Floors arts (3D illusion).
- Creating content and installing HYPERVSN holographic machines.
- Researching disruptive technologies: Smart Mirrors, Big Touch Screens, Augmented Reality

Motion Designer / Jan 17 – Jan 18 / WG Producões, Brazil
Video producer company in Brazil

- Video editing and post-production based on previous briefing and screenplay.
- Collaborate and communicate visual direction to producers, directors and clients.

Founder | Product Leader / Jun 14 – Aug 17 / Wave VR Studio, Brazil
Virtual reality and Architectural visualization startup

- One project of Virtual Reality (GoThere) was selected and mentored by InovAtiva Brasil.
- Selected for incubation in the Paraíba Technological Park.

- Producing, filming and video editing at 360°.
- Execute different real-time animations projects in Unity 3D and Unreal.

3D Environmental Artist / Jun 11 – Aug 14 / Lumen Games, Brazil
Gamming producer company

Frontend Web Developer / Mar 11 – Mar 12 / Faculdade Atlantico, Brazil
Multinational Private University

Multimedia Designer for eLearning / Jun 10 – Apr 11 / Universidade Tiradentes, Brazil
Multinational Private University

Project Manager |Lead 3D Artist / Oct 07 – Jul 09 / Medgrupo, Brazil
Medical Educational company

Education

UX BOOTCAMPER / 2019-2020 / Talent Garden Innovation School, Dublin
Applied end-to-end UX principles and research strategies.

MBA / 2016-2017 / 2016, Brazil
Entrepreneurial Management and Innovation.

PGD / 2006-2008 / Veiga de Almeida University, Brazil
Post-Graduation in Animation and 3D Modelling.

BSC IN GRAPHIC DESIGN / 2002-2005 / 2002, Brazil

Languages

Native Portuguese / Fluent English / Basic Spanish

Volunteer Activities

Serve the City / April 2018 - December 2019 / Dublin
Volunteer as a Photographer and Film Maker

Brazil Clowning Project / February 2018 - December 2020 / Dublin
Volunteer as a Photographer and Graphic Designer

Abraçando Vidas / March 2017 - March 2018 / Brazil
Volunteer as a social media, cooking and serving food for homeless people