

Product Designer with a generalist background and 5+ years of experience with Product Design and Product Marketing. I help companies to understand their users' needs and design amazing experiences for web and mobile platforms.

Currently seeking a UX Design or Product Design position.

WORK EXPERIENCE

Product Design Intern

Sep/2015 to Aug/2016

LuckyBolt - Food Start-Up, San Diego/USA

Worked directly with the founder and the software engineering team on increasing engagement and conversion rates through a user-centered approach.

- Increased Engagement KPIs by supporting the founder with research-collected data.
- Contributed to a 500%+ growth in gross sales (2015 x 2016).
- Improved the user flow and visual design supported by research data.
- Encouraged new demand by creating targeted campaigns.

Product Designer & Founder

Jan/2015 to *present*

Pesce UX Studio, San Diego/USA

My own UX Design Studio where I get involved in the entire Product Development process, from early research until launch, working closely with Business people, Designers, and Engineers.

- Redesigned mobile apps following Google Android and Apple iOS design guidelines.
- Performed heuristic analysis and technical reports.
- Performed user-testing sessions and user interviews.
- Experienced the full range of product design, interaction design, and visual design.

Trade Marketing & Sales Supervisor

Jun/2013 to Nov/2014

Anheuser-Busch InBev (NYSE: BUD), Porto Alegre/Brazil

Experienced AB InBev's recognized 'culture of ownership and ambitious objectives', learning how to lead teams and monitor products performances in high-competitive markets.

- Increased volume sales by managing marketing efforts for brands like Budweiser and Stella Artois.
- Managed a 6 persons team and guaranteed excellent service-level for 500+ points of sale.
- Managed \$600,000+ in gross sales per month.
- Awarded the 'Supervisor of the Month' twice.

Product Designer & Co-Founder

Jul/2012 to Jun/2013

CRITS - e-commerce, Porto Alegre/Brazil

Took the risks and co-founded CRITS, a cosmetics e-commerce that allowed me to put my hands-on designing a web experience from start-to-finish. This is when I learned my passion for tech and product design.

- Interviewed potential users to define the design requirements.
- Performed A/B testings and user-testing sessions to validate design decisions.
- Adopted Google Analytics to track users' behaviors.
- Designed and implemented the platform using Magento.

EDUCATION

[Certificate - Graphic Design](#), 2016

SDUIS - San Diego University for Integrative Studies, San Diego/USA

[MBA - Project Management](#) (Post-Graduate Degree), 2014

IBGEN - Instituto Brasileiro de Gestão de Negócios, Porto Alegre/Brazil

[Bachelor in Business Administration](#), 2011

ESPM - Escola Superior de Propaganda e Marketing, Porto Alegre/Brazil

MISCELLANEOUS

- **Portfolio:** www.aboutusers.com
- **LinkedIn:** [linkedin.com/in/roberto-pesce-jr-00746249](https://www.linkedin.com/in/roberto-pesce-jr-00746249)
- **Publications:** medium.com/@robertopesce
- Competitor at **Adobe Creative Jam**, June/2017
- Attendee at **UCSD Cognition at Work Conference**, April/2017
- Attendee at **TEDx University Of San Diego**, November/2016
- Attendee at **TEDx San Diego**, October/2016