

AUGUSTO PELLIZZARO



BASIC INFORMATION

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OBJECTIVE

Help the company increase internal culture, collaborate with teammates to make design breath freely inside the organization, represents user needs and helps to accomplish and define long term strategies building the best service and product as possible to solve the correct problems to all users

WORK EXPERIENCE

Manager / Product Designer

Ago 2023 - Present

Somos.RS - Destino POA

<https://www.destinopoa.com.br> is the first official tourism platform from Porto Alegre, the capital of Rio Grande do Sul. Understanding the relevance of the tourism to the city, their locals and the wholesome community, Porto Alegre decided to have their own digital place to promote the city. In partnership with Somos.RS I've received the wonderful task to represent my home city to the world!

Lead Experience Designer

Apr 2022 - Apr 2023

Torc

Leading Torc platform pursuing the objective of redefine the developer's freelancer's job experience remotely, I find myself bringing all my knowledge to the table.

Setting up workflows and frameworks to design, develop, and help business teams work together efficiently.

We are bringing the user perspective to the center of all discussions with a robust research pilar.

Leading discussions that improve not only the final experience with our users but our whole operation, getting our service constantly evolving

Mapping our whole experience, designing the new versions

Assuring that our experience is the best we can deliver to all our users while reaching our business goals

Work side by side with CTO to define priorities, features, business strategy, long term vision, design flows, blueprints, UI's. Also work side by side with CMO to guarantee a design consistency of the brand, with him I design and develop the first version of the marketing site (<https://torc.dev>) with Webflow. I really liked the work was happening on Torc, the relationship ends because of a lay-off.

Experience Designer / Computational Designer

Mar 2020 - Mar 2022

No One

No One is a strategy and service consultancy that led organizations to improve their business with deep insights about their own services and users, here my main role is to make the information tangible, I create the most diverse artifacts to make our clients understand all the information we got on research using all the skills and tricks of my toolbelt which is potentialized by my developer background building apps sometimes this could be a Data Visualization, sometimes it will be a digital interface, sometimes a service blueprint, I got experieencie using different tools to comunicate. Also, I run a lot of different research methodologies to learn about human behavior, conduct workshops, and made presentations to our clients.

Head of Design

Jun 2019 – Feb 2020

Shawee

As a Head of Design, I understand that is my function make Design breath freely inside the organization, I should inspire and let everyone collaborate as a unique team as much as possible, this way design gets it closer to business, technology, marketing, and others areas. I am responsible for make the design maturity of the organization grow as a whole, assuming the failures and success of the segment. (Important to emphasize that this understanding could change and I very open to discuss it and learn with more experienced professionals) In Shawee, despite being a Head of Designer I also perform as Product Designers taking care of UX/UI (as a whole). I'm very passionate doing my job, what builds a feeling of "being the owner of the company" and that motivates me a lot, I want the success of my organization as much as I want my own. Here I take care of the product with a team acting like a PO and PM what makes design stay in a very deep layer of the business and that is amazing.

UX Designer

Jun 2018 – Jun 2019

Isobar IWS Brazil

A progression of my intern programm now I am performing as UX Designer in App and Web Projects for clients as Enterprise Rent A Car, National Rent a Car, iProspect and internal projects of my office. I also explored UX Design field on chatbots for iProspect.

Product Designer Freelancer

May 2018 – Mar 2020

Shawee

As a freelancer at that time, I worked on little experiences improvements, always on-demand based on usability problems in most cases. I also worked on an MVP managing product, creating user flows, wires, visual and prototyping to prove the concept and mitigate the development investments

UX/UI Designer Intern

Jan 2018 – May 2018

Isobar IWS Brazil

I've been learning everything about UX/UI while working App and Web projects for Enterprise Rent a Car, National Rent a Car and others inside office projects.

- UI fundamentals
- UX fundamentals
- Strategic Design
- Wireframe
- Prototyping
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Invision
- Managing Skills
- Jira
- Agile Methodologies

iOS Dev Intern

Jun 2017 – Jan 2018

Isobar IWS Brazil

I've been learning everything about native iOS development with swift 3 and Xcode 8.

- UI development
- Auto Layout
- Persistence with userdefaults and Core Data
- Network with API, OAuth and serialization data.
- Agile Methodologies

Co-Founder

Mar 2017 – May 2018

Hero Enterprises

Hero Enterprises was a company with the mission to bring safety, commodity and organization to comics collectors in Brazil. A personalizes subscription club to readers of comics and mangas. On this company that I co-found I acted as commercial partner, customer service, marketing, design and logistic.

IT Analyst – Helpdesk Support

Jul 2015 – May 2017

Cooling and Freezing – Refrigeração Industrial LTDA.

- The same of my internship plus:
- Server management, configuration and installation.
- Windows Server Ad Control.
- Control of user inside of a network.
- Telephony management and control.

IT Intern

Jan 2015 – Jun 2015

Cooling and Freezing – Refrigeração Industrial LTDA.

- Technical maintenance of computers.
- Software install, repair and configuration.
- Install and repair OS (Windows and Linux).
- Maintenance, install and configuration of printers.
- Helpdesk Support.
- Office Package

Web Developer

June 2012 – Dec 2013

M.A. Web Studio

- Performed general corrections and improvements in different kind of html, css and php codes.
- Prepared different databases structures on MySQL, performing databases connection with php and sql.
- Managed projects, working in creative solutions with Frontend team.
- Responsible for general backend of projects.
- Build front interfaces with Dreamweaver based on previous designed pieces

VOLUNTEER EXPERIENCE

Global Shaper POA Member

Apr 2018 – Present

Member

The Global Shapers Community (GSC), an initiative of World Economic Forum, selects young leaders below 30 years old based on their achievement and potential to be change agents in the world. Global Shapers develop and lead their city-based hubs to implement social justice projects that advance the mission of World Economic Forum. The GSC has over 10,000 members in 500+ hubs in 154 countries.

Global Shaper POA

Jun 2020 – Present

Impact Officer

As Impact Officer my main role is manage, track and guarantee social impact from our projects.

QUALIFICATIONS

Awards: Bornancini Design Award with Futuro Tensionado associated with No One

Certifications:

Antiformas de Intervenção

EAV | Escola de Artes Visuais do Parque Lage | Issued Jan 2023

Desenho: Projeto e Poética

EAV | Escola de Artes Visuais do Parque Lage | Issued Jan 2023

Accreditations:

Perform as Speaker in The Developer's Conference at Florianopolis, explaining UX of One-Click Buy function.

Perform as Speaker in The Developer's Conference at São Paulo, explaining UX of One-Click Buy function.

Perform as Coordinator in The Developer's Conference at Porto Alegre, making content curation selecting speakers.

Perform as Facilitator, Speaker, Mentor and Organizer of dozen different Hackathons.

EDUCATION

Digital Games

01/2014 - 12//2018

UNISINOS

A complete course about development game, the focus of Unisinos Course is program in C++ language, C# and Javascript, they teach fundamentals of Game Design, Modeling 3D, OpenGL, AI, Multiplatform development, Augmented Reality and Virtual Reality. I've just quoted the subjects that I've already learned. I didn't graduate.

IT Technical Course

Feb 2012 - Dec 2013

Ulbra Cristo Redentor

There I learnt all about IT, manutenance of computers, instalation and configuration of softwares and OS, how to build a server and to program in Delphi, C#, HTML, PHP and VB on Excel Macros. They taught Databases on MySQL, Oracle and Office Acces, with that I learnt SQL. We built different systems as E-Commerce, Clients Control and Inventories.

Basic Android

May 2012 - June 2012

Ulbra Cristo Redentor

Introduction to Android Development, in that course we used Eclipse and learnt all the components and how to use them, in the end we developed a little schedule with database consult and register.

VEX Robotic

February 2008 - December 2008

Ulbra Paz

In this course I learnt about how to build Vex Robots and how to program them. Other skills that they trained us are leadership skills, group work and internship vocation.

College Program

Jun 2014 - Set 2015

Uptime - Comunicação em Inglês

Complete course of English with focus in Conversation using neurolinguistic and mnemonic method, there I learnt everything I need to know about English to lead an interaction and build my own arguments.

Master Program

Jun 2015 - Jun 2016

Uptime - Comunicação em Ingles

An Advanced course with focus in gramatical knowledge, there I learnt how to build a better argument, with phrasal verbs, idioms and native expressions. I did not complete this course.

English Course

Jun 2011 - Jun 2011

Concorde International

An intensive course of English in Concorde International, Ashford. There we learnt about English with native teachers, the classes there were focused in UK Culture and our leaving there was in Host Families.