

Gustavo Yamazaki Teixeira da Silva

Junior Product Designer

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Education

Degree in Marketing
(UNIP 2024)

Skills

- Figma, Wordpress, Elementor, Adobe XD, Photoshop, Power Point, Clickup, HTML5, CSS3, Analytics, Search Console, Ads.
- UX research, user testing, UI design, product design, web design, branding, marketing analysis, SEO;
- Pro activity, communication, leadership, strategic approach, english and portuguese languages.

Relevant courses

- UI Pro (DesignCircuit 2024);
- UX Research (Tera 2024);
- Front-End Development (Impacta 2024);
- Product Marketing (PM3 2024);
- Startups: Developing Innovative Businesses (USP 2021);
- Expert SEO (Goobec Brasil 2021);

Achievements

- 1st place: Biodigital Startups (2022);
- 1st place: Startse LE Sillicon Valley (2019).

Experience

Crônoma (July/2023 - present)

Freelance Web designer: Product Design and Web Design

- UI design, websites and web applications prototyping with Figma;
- UX research, surveys, desk researches, usability testing;
- Development of websites and landing pages with Wordpress and Elementor for 6 different clients.

BOA Smart Mobility (January/2023 - May/2024)

Partner & Marketing Analyst: Web design, Branding and Marketing

- Preparation and execution of complete rebrand and strategy;
- Development of impactful website and landing pages;
- Paid traffic, Social Media, Web Analytics, E-mail Marketing, SEO strategies;
- OOH advertising, event production, content creation, posts, preparation of internal material.

Zeta Dados (May/2021 - July/2022)

Marketing Analyst: Web design, Branding and Digital Marketing

- Preparation and execution of complete rebrand;
- Prototyping with Figma;
- Development of impactful websites and landing pages;
- Paid traffic, Social Media, Web Analytics, E-mail Marketing, SEO strategies;
- Content creation, posts, preparation of internal material.

Yala Studio (October/2019 - July/2022)

Founder and proprietor

- Management and creation of a clothing brand that outsources professionals from the prison system to make t-shirts made with 100% certified organic cotton.

Cheil Brasil (February/2018 - January/2019)

Creative Planner Intern

- BTL Advertising Creative Planning.