



Guilherme Fidélío

Designer focused on visual representations and the power they exercise in the user experience. I bring design process knowledge, research and UX to create interfaces that are not only aesthetically pleasing, but that talk to the user and make their daily lives more comfortable.

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Experience

- **Product Designer @ Hubster**
Dec. 2019 – Jan. 2020
Responsible for establishing the Design System - typography, iconography, colour palettes, grids and various elements of the interface - and unification of the styles present on the platform. Creation of marketing pieces and development of new web pages to attract new leads, with the establishment and monitoring of statistics.
- **UX/UI Designer @ Apple Developer Academy**
Feb. 2018 – Dec. 2019
Development of applications focused on the iOS platform. I participated in projects from its conception until its launch, with market research, usability tests and creation of the branding and screens for each application.
- **Academic Researcher @ Senac São Paulo**
Jan.2018 – Jan.2019
Research focused on the influence generated upon players in electronic games without their knowledge. Together with other members of the research group, I used this knowledge to explore the possibilities that chatbots offer as a means of information and design. Articles developed in this group were presented in Argentina, the United States and adapted for a book chapter on design systems.

Education

- **Digital Design @ Senac University Center**
Feb. 2016 – Dec. 2019
- **Digital Design @ Anhembi Morumbi**
Feb. 2015 – Dec. 2015
- **Graphic Design @ Escola Panamericana de Arte e Design**
Feb. 2013 – Dec. 2014

Skills

