

Gabriela Biscáro

Illustrator & Product Designer

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Work Experience

Red Ventures

- **Specialist Product Designer** Jul. 2021 - Present
- Senior Product Designer Dec. 2019 - Jul. 2021
- Product Designer Oct. 2017 - Dec. 2019

- Developed a solution for iq Credit Card Marketplaces, that increased in 22% the referral rate of a credit card application form;
- Collaborated with the Development Team to create our first Design System ever at Red Ventures: The Blueberry Design System, also from iq;
- Helped to increase in 80% the activation rate for a product called ConectCar, a payment tag for toll, since I joined the team.

TUIA

Visual Designer February 2014 - September 2017

- Took care of all internal visual communication;
- Acted directly with clients on the development of visual identity of their brands;
- Got in touch with UX related terms and learned about them in practice, helping to design information architecture.

ID\TBWA

Junior Art Director May 2013 - January 2014

- Created content, suggested themes and helped monitor the level of engagement of our audience on the social media pages;
- Made different tests in order to find the type of content they liked to see the most. I restructured Pernambucanas Para Casa and Pernambucanas Para Você, both pages that increased by the 1.000.000 the number of followers, assuring their trust on the brand.

Agência Yo

Art Assistant September 2011 - May 2013

My role as an Art Assistant was to give support on creating visual identity offline (stationery, flyer, catalogues pages, etc) and online (landing pages and social media strategy) pieces.

Qualification

User Interviews

Norman Nielsen Group

November 2021

Design System & Ops

Meiuka Design

February 2021

Conducting Usability Testing

The Interaction Design Foundation

May 2020

Skills

Tools

Sketch
Figma
Invision
Axure
Principle
Adobe CC

Design

Illustration
Personas
Interviews
Journey Maps
Moderate usability test
A/B testing
Wireframing
Design System
Organizing Workshops