

FÁBIO ZUPPONE CHAVASCO

PRODUCT DESIGNER

📍 Amsterdam, Netherlands

🎂 31 years old

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EDUCATION: Digital Design at University Anhembi Morumbi (Brazil, 2008).

LANGUAGES: Portuguese (Native), English (Fluent), Dutch (Learning).

I'm an experienced designer residing in Amsterdam and seeking an employment opportunity as Product Designer. I often use data and metrics to improve and perfect the user experience by combining pixel perfect design, fast prototypes and a well written and optimized code. Since 2010 I have assisted the implementation of startups from original concept to profitable operations.

Accelerator Programs



500 Startups

Mountain View, CA, USA
Oct 2012 to Jan 2013 - Batch 5
Company: Cuponomia



21212 (RJ - NYC)

Rio de Janeiro, RJ, Brazil
Aug. 2011
Company: EasyAula (Visual7's project)

Most Relevant Work Experience

CUPONOMIA

Co-Founder
UI/UX Lead Designer

5 years (2012 - 2017)

I was invited to co-found Cuponomia to help an idea come off the paper. We launched the MVP in a month and, after 3 months, we were invited to participate of the 500 Startups acceleration program in Mountain View, California. After 4 months we became profitable and in less than a year, we became the leader of online coupon code segment in Brazil.

Since the beginning, I was responsible to raise and implement the design and user experience culture inside the company always using metrics to ensure the decisions. My focus was to present the best experience to increase the KPIs inside an Agile environment to achieve the company goals. Also, I worked side-by-side on email marketing strategies, front/back-end development and product management.

VISUAL7 DESIGN

Owner
5 years (2007 - 2012)

Working with 3rd party designers and developers, Visual7 was founded to fulfill the clients needs in web development, branding design and advertising. Almost all of the web projects were developed in Wordpress. Visual7 had relationship with over 80 clients including several startups. Major projects:

EDUK

10MM Series B: Lead by
Accel and Monashees

EASYAULA

21212. Acquired by
MacMillan

PRECISO DISSO

Angel round by
Initial Capital

APONTADOR

Raised 15MM from
Mobile

Background & Accomplishments

- First personal design project was in 1999 and I've started my career as intern at a design/web agency in 2005.
- The iOS App "9digito" was the 3rd most downloaded FREE App on App Store Brazil - Jul./Aug. 2012.

Technicals Skills

