Gabriel Gulart Bender
UX Designer and Researcher

INTRODUCTION
UX Designer and Researcher with good experience and several projects carried out for large, medium and small companies. I'm an integrator between the areas of design and technology and also love data and analytics.

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PROFESSIONAL EXPERIENCE

UX/UI Designer - SellersFunding - 2020/2022 - (USA)
Responsible for creating the company's UX team and renewing a legacy application for various financial services focused on investing in marketplaces.

UX/UI Designer - CWI Software - 2020
Responsible for the design in the Onboarding and Engagement squads of Casas Bahia, Extra and Ponto Frio e-commerces, three of the biggest players in the Brazilian market.

UX Designer / Front End Developer - B2B Reservas - 2019/2020
I played a hybrid role as a UX/UI designer and Front End Developer in the production of B2B systems for corporate hotel reservations.

UX Designer e Performance Analyst - Invento Casa Criativa - 2015/2019
I started the UX sector in the company, designing and orchestrating digital experiences in addition to measuring project performance. I had a strong role in planning and executing digital marketing campaigns.
Some projects: Coca-Cola Shoes website, Usaflex Website, and several projects for the footwear fashion sector.

UX Designer - Brivia - 2014/2015
I conducted large scale projects, together with a team of UX Designers.
Interesting projects: PUC-RS website, TJ-RS (Rio Grande do Sul State Court of Justice) intranet, and an application for research with customers across Latin America for Telefônica, in addition to several projects for the footwear industry.

UX Designer - W3haus Digital Agency - 2010/2014
I worked with projects of large companies and had great responsibility.
Interesting projects: Petrobras' Brasil and Global portals, Mondelez with Lacta mainly (including the most successful promotion in the brand's history), O Boticário with several hot sites and their loyalty club.

Senior Front End Developer - W3haus Digital Agency - 2009/2010

Web Designer and Front End Developer - Invento Propaganda - 2008/2009

Education Instructor - Senac - 2006/2009
I taught courses in different areas related to digital media production.

Web Designer - Aclive Comunicação - 2004/2008

EDUCATION
- Product Design (attending)
- Several courses in the fields of Design, UX, Development and Business

SKILLS

UX:
- User research (qualitative / quantitative)
- Usability testing and evaluations
- Facilitation of design workshops
- Prototyping
- Accessibility
- Information architecture

Digital Marketing :
- Planning and strategy
- Inbound Marketing
- SEM / SEO

Development:
Front End (HTML, CSS, Javascript)

Softwares:
- Prototyping Tools (Figma, Adobe XD, Sketch and others)
- Axure
- Adobe Design Suite
- Google Analytics
- Tableau and Power BI
- Several others related to UX design

Misc:
- Statistics
- Data Visualization
- Python for data analysis
- Illustration

LANGUAGES
- English (fluent reading and writing, good conversation)
- Portuguese (Native)

OTHER
- Taught extension courses at local colleges
- Taught in-company workshops
- I held lectures on UX