Gracielle Pestana

Product Designer

I'm a designer based in Brazil with a passion for understanding users' behaviors and making solutions that better connect with them and their needs. My strengths are working based on data, analyzing, testing, and adapting visuals to the user's profile. I have over 10 years of working with Design, and 4 are focusing on UX & UI in games.

EXPERIENCE

Senior Product Designer
Gazeus Games | Present – April 2021

- Benchmark, research, prototyping, user testing, surveys, and data analysis;

- Wireframes, user interfacing, HUDs, UX animations;

- Responsibility to the UX/UI of Spades and Euchre Jogatina and now Buraco Jogatina;

- Importing Assets to Unity, animating in unity or in Spine;

- Responsible for the Art Department software inventory census that resulted in a 15% cost reduction;

- UX evangelist, introducing and validating with the Design/Product teams new tools to improve the workflow, prototyping, and testing;

- Training other designers Unity UI basics and best practices;

- Create and maintain Design System;

- Documentation of features.

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EDUCATION

Graphic Design
Senac Rio | Dec. 2013

Web Design
Oi Kabum | 2009 - 2010

SKILLS

Sketch | Figma | Spine | Lookback | Playtest Cloud | Proto.io | Invision | Zeplin | Illustrator | Photoshop | After Effects | Office | Unity | Git | Firebase | Jira | Confluence

Creative | Organized | Like to learn new tools | Teamship | Communicator

LANGUAGES

Portuguese
Native

English
Proficient

Spanish
Advanced

Product Designer
Gazeus Games | April 2021 – August 2018

- Benchmark, research, prototyping, user testing, surveys, and data analysis;

- Wireframes, user interfacing, HUDs, ux animations;

- Responsability to the UX/UI of Spades and Euchre Jogatina;

- Importing Assets to Unity, animating in unity or in Spine;

- UX evangelist, introducing and validating with the Design/Product teams new tools to improve the workflow, prototyping, and testing;

- Create and maintain Design System;

- Documentation of features.

Marketing Designer
Gazeus Games | July 2018 – February 2016

- Creating campaigns for Monetization;
- Creating social campaigns on social media;
- Visuals for Stores, working with the ASO team.

Technical Designer (Games)
Tamboro Educacional | January 2016 – June 2014

- Wireframes, user interfacing, assets;
- Importing Assets to Flash, animating in Flash & Spritesheets;
- Working with educational games.

PREVIOUS EXPERIENCES
Graphic Designer
14 Agência de Conteúdo Digital | May 2014 – July 2013

Intern
Studio Attila | June 2013 – April 2012

Web Designer
Tamboro Educional | March 2012 – June 2011