

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
(1 year)

- Benchmark, research, prototyping, user testing, surveys, and data analysis;
- Wireframes, user interfacing, HUDs, UX animations;
- Responsibility of the UX/UI of two games;
- Importing Assets to Unity, animating in unity or in Spine;
- Documentation.

Product Designer

Gazeus Games | April 2021 – August 2018
(2 years & 9 Months)

- Benchmark, research, prototyping, user testing, surveys, and data analysis;
- Wireframes, user interfacing, HUDs, ux animations;
- Responsibility of the UX/UI of two games;
- Importing Assets to Unity, animating in unity or in Spine.

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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



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Marketing Designer

Gazeus Games | July 2018 – February 2016
(2 years & 6 Months)



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

Tech Designer (Games)

Tamboro Educacional | June 2014 – January 2016
(1 year & 8 Months)

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

Graphic Designer

14 Agência de Conteúdo Digital | July 2013 – May 2014
(11 Months)

- Creating social campaigns on social media and visuals;
- Institutional press materials;
- Working on events like Tour do Rio, Circuito Banco do Brasil, Vivo Open Air, and others.

Intern

Studio Attila | April 2012 – June 2013
(1 year & 3 Months)

- Creating social campaigns on social media and visual;
- Institutional press materials, websites at products like Victor Hugo.

Web Designer

Tamboro Educacional | June 2011 – March 2012
(10 Months)

- Website of the company;
- Social media for the games;
- Assets for the mini-games.

