

UX Designer specialized in interaction design for digital products. I believe in data-driven user experiences supported by consistent data-collection and the user-centered approach. My experience with product marketing gives me the power to understand the product as part of the business strategy, synthesizing business and users requirements into strong product specification. I'm curious, hard worker and never afraid of challenges.

RELEVANT WORK EXPERIENCE

UX Design Intern

Sep/2015 to Aug/2016

LuckyBolt - Food Start-Up, San Diego/USA

Worked directly with the founder and the software engineering team to increase engagement and conversion rates supported by a data-driven, user-centered, approach.

- Contributed to increasing Engagement KPIs by providing research-collected data to the founder.
- Wrote usability recommendations supported by Heuristic Analysis.
- Presented UX improvement recommendations in product development meetings.
- Used Keen.io to create queries and gather inputs from users.
- Encouraged new demand by analyzing users' behaviors.
- Improved the user-flow supported by research.
- Worked on optimizing the daily email marketing.

Senior UX Designer

Jan/2015 to present

About Users UX, San Diego/USA

I run my own UX Design Studio and get involved in the entire process of designing user experiences for digital products, having interaction design as my primary activity. We are data-driven and adopt the user-centered approach to validate business assumptions, understanding products as part of a broader business strategy and working closely with users to ensure successful results in terms of user experience and business KPIs.

- Perform workshops with stakeholders to get their vision for the product.
- Ensure that users are being involved during the whole process.
- Perform user interviews, usability testing, and observations.
- Perform heuristic analysis and write technical usability reports.
- Design userflows and wireframes.
- Prototype with Adobe XD/Sketch/InVision.
- Rapid prototype with HTML/CSS.
- Write clear documentation.
- Support implementation and communication with developers and engineers.

Trade Marketing & Sales Supervisor

Jun/2013 to Nov/2014

Anheuser-Busch InBev (NYSE: BUD), Porto Alegre/Brazil

Experienced AB InBev's recognized 'culture of ownership' and 'ambitious objectives' learning how to lead teams by example and empathy building, as well as how to thrive in high-competitive markets by focusing on clients' needs.

Product Marketing & Co-Founder

Jul/2012 to Jun/2013

CRITS - e-commerce, Porto Alegre/Brazil

As a Co-Founder, I wore many hats. While in charge of the product strategy and the web platform, I realized my ability in analyzing and summarizing data to create strong product requirements. I also understood the importance of validating assumptions and how different 'Business' and 'Users' perceptions can be.

EDUCATION

[Certificate - Graphic Design](#), 2016

SDUIS - San Diego University for Integrative Studies, San Diego/USA

[MBA - Project Management](#) (Post-Graduate Degree), 2014

IBGEN - Instituto Brasileiro de Gestão de Negócios, Porto Alegre/Brazil

[Bachelor in Business Administration](#), 2011

ESPM - Escola Superior de Propaganda e Marketing, Porto Alegre/Brazil

MISCELLANEOUS

- **Portfolio:** www.aboutusers.com
- **LinkedIn:** [linkedin.com/in/roberto-pesce-jr-00746249](https://www.linkedin.com/in/roberto-pesce-jr-00746249)
- **Publications:** medium.com/@robertopesce
- Competitor at **Adobe Creative Jam**, June/2017
- Attendee at **UCSD Cognition at Work Conference**, April/2017
- Attendee at **TEDx University Of San Diego**, November/2016
- Attendee at **TEDx San Diego**, October/2016