

# Roberto PESCE

## Product Designer

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**Address:** Marc Chagallstraat, 28

**City:** Rotterdam, NL

**Nationality:** Brazilian & Italian

**Languages:** Portuguese (native), English (fluent)  
and Spanish (intermediate)

I'm a Product Designer with a generalist background and 6+ years of experience working with Product Development in start-ups and multinational companies. I started my career on the Business side and thrived my way into the Product Design field by following my curiosity in design and tech. I hold a B.B.A, an MBA in Project Management, and a Certificate in Design, as well as experience working with Product Engineering and multi-functional teams.

## WORK EXPERIENCE

### Product Design Intern

Sep/2015 to Aug/2016

#### LuckyBolt - Healthy Food Start-Up Company, San Diego/USA

While studying Graphic Design, I applied for an unpaid internship with LuckyBolt where I worked directly with the founder and got valuable practical experience in a start-up environment by learning, *in loco*, how every product design decision affects the entire business.

- Increased engagement KPIs by supporting the founder with UX data.
- Contributed to a 500%+ growth in gross sales (2015 x 2016) by working along with Software Engineering.
- Improved the user flow and visual design supported by UX research.
- Encouraged new demand by creating targeted graphic materials.

### Product Designer & Founder

Jan/2015 to *present*

#### Pesce UX Studio, San Diego/USA

Upon moving to the US to enhance my design and UX skills I started up my own Product Design Studio, where I've been working to consolidate my Product Development skills by providing freelance services to clients in Brazil and the US.

- Designed one full web social platform from scratch, from business requirements to implementation.
- Redesigned several mobile apps following Google Android and Apple iOS design guidelines.
- Performed user-testing sessions and user interviews.
- Performed heuristic analysis to support technical reports.
- Worked on UX Research, Product Strategy, Interaction Design, Prototyping, Testing, and Front-end.

### Trade Marketing & Sales Supervisor

Jun/2013 to Nov/2014

#### AB InBev (NYSE: BUD) / AmBev (NYSE: ABEV), Porto Alegre/Brazil

Working for AmBev was a personal goal, as I always admired their recognized culture of ownership and ambitious objectives. I learned how to lead and manage teams, as well as monitoring performance of products with huge market-shares and under fierce competition.

- Increased volume sales by managing marketing efforts for brands like Skol, Budweiser, and Stella Artois.
- Led a 6 persons team on guaranteeing excellent service level for 500+ points of sale.
- Managed \$600,000+ in gross sales per month.
- Awarded the 'Supervisor of the Month' twice.
- Promoted from Trade Marketing Supervisor to Sales Supervisor in less than one year.

## Product Designer & Co-Founder

Jul/2012 to Jun/2013

### Crits - E-commerce Company, Porto Alegre/Brazil

After having dedicated full-time to graduate from university, I took the risks and founded Crits. It was a time of learning and hands-on experience, where I successfully developed our web platform before deciding to enroll in an MBA and enhance my Project Management skills.

- Interviewed 10+ potential users to define users' requirements.
- Designed and implemented the e-commerce platform using Magento.
- Performed A/B testings to support design decisions.
- Performed user-testing sessions to validate the design.
- Adopted Google Analytics to track users' behaviors.

## Product Marketing Intern

Sep/2008 to Sep/2010

### Carrier Corp. / United Technologies Corp. (NYSE: UTX), Canoas/Brazil

Carrier was my first experience with Product Development, still during my graduation. I learned how to monitor competitors, performing and presenting analysis for senior management, and working in multi-functional teams.

- Worked on over 5 new product releases along with the Product Engineering and the project team.
- Represented the Product Marketing department in Product Development Projects.
- Managed communications with international partners and suppliers in Japan, China, and the US.
- Led a third party team on managing technical literature and brochures.
- Managed field tests and user testings for new and current products.
- Supported salesforce on product-related issues by training the teams and visiting clients.

## 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:** behance.net/robertopesce
- **LinkedIn:** 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

## SKILL SET

UX Research  
Interaction Design  
Usability Testing



Analysis  
HTML / CSS  
Adobe suite / Sketch



Strategy  
Problem-solving  
Teamwork

