

Contact

—
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Selected works

talaguim.com/portfolio

Skills

—
UX Design
UI Design
Wireframing
Prototyping
—
Branding & Identity
Design Systems
Responsive Design
Promotional Campaigns
Presentations
Art Direction
—
Figma
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Ableton Live
—
HTML & CSS
PHP & MySQL
Wordpress
Basic Javascript
SEO

Pedro Rosa

Senior UI/UX Designer • Figma Specialist • Brand Oriented Design
São Paulo, Brazil

PROUDLY WORKED WITH



With 20+ years of experience in digital, branding and UX/UI design, I believe that a brand's identity is a pivotal element in shaping user perceptions and loyalty. My approach combines the art of storytelling with visually striking design to craft compelling brand experiences that resonates with the right audience.

- UX and UI design with a strong branding approach.
- Figma Specialist: design systems, components, micro-animations, collaborative workflow, wireframes and prototyping.
- Brand oriented / Art Direction: visual language is at the heart of everything I do.
- Web Development: deep and practical understanding of HTML, CSS, Web Design Principles/Semantics, PHP, MySQL, Javascript, Wordpress and SEO.
- Teamworker and easy going: experienced in working and leading teams of designers in a collaborative and light environment.
- Bachelor Degree in Advertising and Social Communication.
- 18 years as an electronic music DJ, music producer and record label owner.

Professional Experience

Senior UX / UI Designer @ foodspring, Germany

Apr 2022 - Apr 2023

Redesign of the new Foodspring Magazine, an European top fitness brand.

- Integrating Figma inside company culture. The company was using Sketch with Invision, leading to a decentralized workflow. Figma allowed our UX team to collaborate together in building and mantaining design libraries, components, wireframes and prototypes.
- Along with Content, Art and Strategy team, to redesign existing pages using the new Foodspring branding.
- A/B testing: focused in company's KPIs such as increasing conversion rate, newsletter signups and overall reading time.
- Wireframe and prototype design: From updatable components to micro animations, our UX team created wireframes and navigation prototypes.

Creative Director @ Martin Luz Transformation Agency, São Paulo

Jan 2008 - Dec 2012

- Creating and developing brand identities
- Team leading of more than 15 designers and developers
- Concepting, designing and leading the development of every digital project
- Advertising campaign art direction and copywriting
- Promotional and performance campaigns
- Worked with some of Brazil's top media companies, travel agencies, e-commerce, fintechs and banks

Senior UX Designer / Art Director / Founder @ Talaguim, São Paulo

Aug 2013 - Present

In 2013, I founded my own design studio to handle my freelance jobs, offering a customized approach for designing and attending big brands, promising startups and music related works for record labels and renowned artists.

- Creating and developing brand identities
- Team leading based in cells: each job I created a different cell based on each clients needs.
- Concepting, designing and developing multiple websites
- Successful promotional and performance campaigns

Art Director / Founder @ Goma Magazine, São Paulo

Aug 2007 - 2010

Electronic music has always been my passion. Me and a few partners released an electronic music magazine, distributed freely in festivals and clubs. We released more than 50 printed editions. I was responsible for art direction of all editions and the Goma website. It was a good start to the web design journey.

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I'm open for remote positions. If you feel we're a match, please write me in pedro@talaguim.com or reach me via +55 11 9.9136.2623.