

# Guilherme Schmitt

UX Designer

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Boston, MA

## Experience

### Intrepid - Accenture Digital / Designer

2014 - CURRENTLY / BOSTON, MA

Design lead, worked on the interface and user experience and product strategy of iOS and Android apps on a sprint-based model in a multi-disciplinary team.

### Aquiris Game Studio / Interface Designer

2012 - 2013 / PORTO ALEGRE, BRAZIL

Interface designs and additional visual assets for games for both companies from Brazil (Boticario Cosmetics) and multinationals (Cartoon Network, Coca-Cola).

### 3yz Digital Marketing / Art Assistant

2012 - 2013 / PORTO ALEGRE, BRAZIL

Composition of promotional material in the digital field and the information layout for marketing campaigns of nation-wide corporations.

## Projects

### Pharma / iPad App

WINTER 2016

App for lab equipment sales team. A dynamic hierarchy system accommodates a consumer and a salesman mode.

### WBUR/ iOS and Android App

WINTER 2016

Applied new brand visuals and designed a Discover features to promote customization at scale.

### MakeMyTrip / Android App

SPRING 2015

Redesigned the Hotels booking system, resulting in an increase of 1021% in bookings for Q4 15.

### Qup / iOS App

SUMMER 2014

Product design and strategy of an app that creates collaborative playlists using Bluetooth.

## Education

### Rochester Institute of Technology

ROCHESTER, NY - AUGUST 2013 / JUNE 2014 - GPA: 4.0

Major: New Media Design. Brazil Scientific Mobility Program, fully funded scholarship program.

### Universidade Federal do Rio Grande do Sul

PORTO ALEGRE, RS BRAZIL - MARCH 2009 / DECEMBER 2015

Visual Design Major, Bachelor of Science Degree

## Skills

User Experience

Prototyping

App / Product Design

Agile Process

Product Strategy

Sketch

Adobe Suite (After Effects, Illustrator, Photoshop)

Web Design

## Honors

### ApDesign Thesis Recognition Award

MUPA - Mobile UX Patterns App Project

2016

### AnDevCon Guest Speaker

Mastering Material Design Lecture

2015

### RIT Dean's List

During Exchange Program

2014

## Interests

All things interactive

Pixel Art

New developments in technology

Videogames

Thinking about how culture is shaped by modern tech