

Giuseppe Fontanella

User Experience Designer and Consultant

About

Florianópolis, Santa Catarina, Brazil.

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I work creating great experiences that improve business, saving time for users and making more money for business increasing conversions, average ticket and retentions.

In the last years, I was involved with e-commerce, mobile technology and omnichannel projects, including IoT, CRM and ERP solutions with multinational brands like Samsung, Saraiva, Magazine Luiza, Saint-Gobain, Meu Móvel de Madeira, and others.

My routine include research and interviews with users and stakeholders, product prioritization, interaction design, high fidelity prototypes, usability tests, competitive analysis, and other business needs.

Professional Experience

Joga / Product and User Experience Designer

july 2016 - Present, Florianópolis, Brazil

Joga is a startup focused on performance for amateurs and professional soccer players. We believe that with algorithms, your performance and health can be improved. For that, we created an app to track your soccer match with your smartphone.

Linx / User Experience Consultant

march 2019 - Present, São Paulo, Brazil

Working to innovate the ERP system. Integrating usability heuristics and omnichannel recommendations to improve user experience and increase revenue.

S7 / Project Design Consultant

may 2018 - april 2019, Florianópolis, Brazil

As a Project Designer, I was responsible for guaranteeing the design excellence of digital products, communication, and experiences through user needs research and market analysis.

Chaordic / User Experience Designer

march 2016 - april 2018, Florianópolis, Brazil

Chaordic is a startup focused on technology and innovation for e-commerce. Together we worked to provide the best shopping experience for consumers cross channels. During my journey I've worked with the Acquisition and Product Experience Team, supporting all innovation initiatives on the company.

G|5 / Designer and Creative Art Director

september 2014 - february 2016, Florianópolis, Brazil

At G|5 I had the opportunity to build strategies and advertising campaigns to brands like Figueirense (soccer club), Sesc, Almeida Jr Shopping, Cassol, Prefeitura de Curitiba, Prefeitura de Itajaí and others. Also, at 2016, we created and developed the new responsive Sesc Portal working with usability heuristics, information architecture, wireframes to iteration sessions, prototypes and others.

Universidade Estácio de Sá / Design and Art Direction Adjunct Instructor

february 2014 - june 2015, Florianópolis, Brazil

At Centro Universitário Estácio de Sá I taught classes about design, art direction and creativity. The classes, mostly with first semester students, included the theory of creativity and design as well art direction practices and advertising works.

Clint Hub / Designer and Creative Art Director

march 2013 - june 2014, Florianópolis, Brazil

Clint provided me with the opportunity to create responsive interfaces including dashboards, coupon systems, e-commerce and institutional websites. At 2014 we designed a new business culture and positioning with design methods and digital initiatives with stakeholders. Together we hired a creative team, cocreate products, packings, brands, digital strategies among other good works.

Audaces / Junior Marketing Analyst

june 2012 - december 2012, Florianópolis, Brazil

Audaces provides the most complete solution in systems for the fashion industry. Working at the marketing team we built digital strategies, plan events and social networks communications to trend professionals.

Educational

Hyper Island / Leading teams in the digital age

april 2018 - september 2018, São Paulo, Brazil

Universidade Estácio de Sá / Bachelor Advertising Degree

january 2012 - november 2016, Florianópolis, Brazil

Awards

Best Advertising Campaign / Universidade Estácio de Sá.

july 2013, Florianópolis, Brazil

Best Outdoor Advertising Campaign / Universidade Estácio de Sá.

november 2013, Florianópolis, Brazil

Best Advertising Campaign / Universidade Estácio de Sá.

july 2014, Florianópolis, Brazil