

MARCELO GLIELMO

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SENIOR UX/UI DESIGNER WITH OVER 6 YEARS OF EXPERIENCE, A PORTFOLIO BOASTING OVER 250 MILLION PAGEVIEWS, AND MORE THAN 20 YEARS AS A FULL-STACK GRAPHIC DESIGNER.

Multidisciplinary designer with strong analytical, problem-solving, and critical-thinking abilities. Naturally skilled at working with cross-functional teams, creating an environment that supports the generation and sharing of creative ideas and solutions to ensure that the "U" (user) is present since the very first byte of every project, and the resulting "X" (experience) is always simple and straightforward. Core competencies include:

- Creative ideation and concept development.
- Typography and layout mastery.
- Wireframing, designing and prototyping for both web and native platforms.
- Excels at project and time management.
- Written and oral communication skills to discuss processes, projects and ideas with both technical teams and executives in a compelling manner.
- Ability to coordinate multiple projects and initiatives simultaneously.
- Dependable, dedicated, curious, positive and creative.

WORK EXPERIENCE

Bawa Medical / Dr. Sex Fairy – Remote - Boca Raton, FL – USA

LEAD GRAPHIC DESIGNER

March 2024 to present

- Reimagine the visual concept of the Dr. Sex Fairy brand for its podcast, website, and social media presence, preparing the brand for the launch of its product line.
- Develop packaging and labeling for products from both the Bawa Medical aesthetic and Dr. Sex Fairy sexual wellness line of products.
- Create a new visual intro for the Dr. Sex Fairy podcast videos - a podcast ranked among the top 5% in sexual wellness worldwide - and other motion graphics elements to standardize the episode editing.
- Audio and video podcast editing.
- Standardize all Bawa Medical communication according to the new visual identity.
- Social media management.

Fleekus, LLC - Miami, FL – USA

PRODUCT MANAGER

October 2023 to March 2024

- Manage the entire product life cycle from strategic planning to tactical execution.
- Engage with stakeholders to understand the demand, establishing roadmaps and key milestones.
- Partner extensively with developing team to deliver product roadmaps and drive feature implementation.
- Expectation management of stakeholders.
- Build consensus among executive board and technical team on product vision.
- Communicate issues and status reports to executive board and stakeholders, establishing consensus and resolving issues.
- Define product marketing communication objectives and advertising strategies.

Subclue – Remote - USA

UX/UI DESIGNER

January 2022 to June 2022 (6 month contract)

- Interpreted the conceptual ideal of the project and materialized it into a unique user experience.
- Designed the first UX and UI of the full project, including both web/native app and Backoffice.
- Created a digital library of assets to be used as a guideline for future development.

Schiftr – Remote - USA

UX/UI DESIGNER + GRAPHIC DESIGNER

July 2021 to December 2021 (6 month contract)

- Redesigned the first version of the app from ground up partnering with the shareholders to bring new features to the platform.
- Created the new company logo and full branding manual.

Fleekus, LLC - Miami, FL - USA

UX/UI DESIGNER

October 2017 to October 2023

- Created the first prototype of the web platform, translating the conceptual idea into a usable product.
- Designed the first user interface for the web prototype and the current one after refining the project.
- Designed the first prototype (current) of the native mobile app platform, delivering a unique user experience.
- Extensively enhanced the user experience on the platform by adding new features to it.
- Interpreted business needs into features with an effective visual interface.
- Actively contributed to making the platform reach more than 250 million pageviews in a 2-year time span.

Agência Zoo - Rio, RJ - Brazil

CREATIVE DIRECTOR / SENIOR GRAPHIC DESIGNER

April 2007 to October 2017

- Led creative teams in understanding clients' marketing needs and issues, creating tailor-made creative advertisement campaigns to successfully address them.
- Organized and managed the creative team's workflow and daily routines.
- Actively worked on creating unique visuals and graphics for advertising campaigns (printed ads, TV commercials, and online) for the most diverse brands and markets.
- Created visual identities and logos for companies.

CAREER NOTE

Additional tenure at Jornal do Brasil - one of the most traditional Brazilian newspapers - as a Marketing Coordinator and both a Creative Director and a Graphic Designer at multiple companies in the previous 8 years. Details available upon request.

SKILLS

- Design thinking & Interaction Design
- Branding & Packaging Design
- Brand Development
- UX/UI Designing
- Wireframing
- Prototyping
- Usability
- UX Researching
- Adobe XD, Photoshop, Illustrator, Premiere, After Effects, Audition (FULL Adobe Creative Suite)
- Figma, Sketch
- Final Cut Pro
- Cinema4D, Brush
- HTML/CSS (basic)
- Apple & Microsoft Office Applications Suites

EDUCATION

Bachelor's degree in Communications, Advertising
Santos Catholic University – Santos, SP, Brazil
January 1996 to December 1999

LANGUAGES

English - Fluent (written, spoken)

Spanish - Conversational

Portuguese – Native