

# MARCELO GLIELMO

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**MULTIDISCIPLINARY GRAPHIC DESIGNER WITH OVER 20 YEARS OF EXPERIENCE, PLUS 6+ YEARS AS A SENIOR UX/UI DESIGNER, AND A PORTFOLIO BOASTING OVER 250 MILLION PAGEVIEWS.**

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*All-media* graphic designer with strong analytical, problem-solving, and critical-thinking abilities. Naturally skilled at working with cross-functional teams, tight deadlines, and multiple projects simultaneously, always creating an environment that supports the generation and sharing of creative ideas. Core competencies include:

- Creative ideation and concept development.
  - Mastery of typography and layout for print, electronic/broadcast, outdoor, and digital media.
  - Skilled in wireframing, designing UX/UI and prototyping apps and sites for both web and native platforms.
  - Strong project management, oral communication skills, and multitasking abilities.
  - Dependable, dedicated, curious, positive, and creative.
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## RECENT ACHIEVEMENTS

### **THE DR. SEX FAIRY PODCAST REACHED 6TH POSITION ACROSS THE U.S.**

Developed a winning podcast growth strategy that boosted the podcast from 145th to 6th place in less than two months (Nov/24) (Source: rephonic.com).

### **FLEEKUS ACHIEVED 251 MILLION PAGEVIEWS IN 2 YEARS**

Designed both the UX & UI and led the development team to deliver a platform that engaged over 114 million users in 24 months (Source: Google Analytics).

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## PROFESSIONAL EXPERIENCE

### ***Bawa Medical / Dr. Sex Fairy – Boca Raton, FL***

*Lead Graphic Designer | March 2024 – February 2025*

- Rebranded Dr. Sex Fairy podcast, website, and social media in preparation for the product line launch.
- Designed packaging and labeling for Bawa Medical and Dr. Sex Fairy product lines, ensuring brand consistency.
- Developed comprehensive marketing strategies for the Dr. Sex Fairy and Bawa Medical brands.
- Created motion graphics, including a new Dr. Sex Fairy podcast video intro, using Adobe After Effects and Premiere.
- Audio and video podcast editing.
- Standardized visual identity across communications and managed social media content.

### ***Fleekus, LLC – Miami, FL***

*Project Manager | October 2023 – 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 to executives and stakeholders, building consensus and resolving problems.
- Define product marketing communication objectives and advertising strategies.

**Subclue – Remote – USA**

UX/UI Designer | January 2022 – 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 – December 2021 (6-month contract)

- Redesigned the app from the ground up, partnering with shareholders to introduce new features.
- Created the new company logo and full branding manual.

**Fleekus, LLC – Miami, FL**

UX/UI Designer | October 2017 – 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 – 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.

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## CAREER NOTE

Previous tenure at Jornal do Brasil as Marketing Coordinator, and as Creative Director and Graphic Designer at multiple companies over 8 years. Details available upon request.

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## 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, ZBrush
- HTML/CSS (basic)

## 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