

# CLAUDIO DANTAS.

## UX & UI CREATIVE DESIGNER.

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### PROFILE

After graduating in Arts & Multimedia, I have been working as an interactive designer, UI, UX, art director, motion designer and sometimes even as a front-end developer, through studios and major advertising agencies in Brazil.

In 2021 I moved to Vancouver and started in a permanent position as a Senior UI/UX Designer, where I have been in charge of designing digital products and assets for the web, mobile apps and casual games, through user flows, mockups and prototypes.

### SKILLS

UI, UX, Design, Wireframing, Prototyping, Motion, Display Ads  
Front-End, CSS, Html, WordPress, Bootstrap  
Campaigns, Advertisements, Visual Merchandising  
Branding, Visual Identity, Artwork  
Project Management, Brainstorming

### TOOLS

Figma, Adobe XD, Sketch  
Adobe Photoshop, Illustrator, Indesign  
Adobe Animate (aka Flash)  
Google Drive, Keynote, Office, WordPress

### EDUCATION

Bachelor of Arts in Digital Design & Multimedia by Universidade Anhembi Morumbi, São Paulo, Brazil, in December 2000.

### LANGUAGES

Portuguese (native)  
English (fluent)  
Spanish (basic)

## LATEST WORK EXPERIENCE

### **NATIVE ADS & GOOD GAMER INC.**

2021-now

#### **Senior UI/UX Designer**

A content discovery and in-stream native advertising platform that facilitates the native ad buying and selling process for publishers and advertisers at scale across websites, apps and games.

- Interactive Designer for digital products
  - Create pixel-perfect designs for mobile apps, websites and casual games
  - Develop high end wireframes, mockups and interactive prototypes using Figma and Photoshop
  - Create and maintain design systems using Figma for several digital products
  - Developer handoff
  - Create animated HTML5 banners using Adobe Animate, Photoshop, Illustrator and Premier
  - Create brand assets and presentations
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### **NGX**

Freelance-2022

#### **UI Designer Freelancer**

I was part of a core design team at NGX responsible for designing an interactive interface for a big brand exhibition. I have worked closely with the research and development team to prototype and design 3 different game interfaces for big screens.

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### **FISH STUDIO**

2015-now

#### **Co-Founder and UX/UI Designer**

My studio of web & mobile development.

With my partner in Brazil, we have been working with major brands, startups and fintech in São Paulo, creating apps, websites and landing pages.

## **CLAG**

2012-2015

### **Head of Digital and UX/UI Designer**

I have worked as head of digital, managing projects and the creative team and also as UX/UI designer for this Full-Service Digital Advertising Agency that has been in the market for more than 10 years, working for clients such as LG Electronics, Electrolux, ESPN Brasil and more.

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## **PEPPER**

2009-2012

### **Head of Digital and UX/UI Designer**

A BTL agency that since 2005 has been creating and developing promotional projects for brands like Santander Bank and Samsung. I was in charge of managing projects and the creative team as well as hand-on as a UI designer, creating mockups for websites and promotional landing pages.

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## **AGE & ISOBAR (DENTSU GROUP)**

2006-2009

### **Art Director and Motion Designer**

An agency in São Paulo, which had notorious success in the 2000s before it was taken over by the Isobar in 2008, part of Dentsu Group.

As an Art Director, I was in charge of creating online campaigns and websites, leading a team of copywriters and designers, giving presentations to the clients and also hands-on with layouts, frontend development and motion design.

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## **OTHER ACTIVITIES**

Photography

Music

Biking, Skateboarding, Snowboarding

Travelling

Family & Friends

**Tks ;)**