



Gabriel Quadrado

Senior Product Designer

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Calgary, AB, Canada

EXPERIENCE (+7 YEARS)

Trualta (healthcare, e-learning, startup)

Senior Product Designer

Mar 2022 - Aug 2024

- Designed 15+ features to improve caregiver lives and workflows
- Created certification, securing \$1M client, adding \$250K annually
- Collaborated on design system with engineering

Taboom (social media, live streaming, startup)

Senior Product Designer

Jul 2021 - Mar 2022

- Designed trivia feature, boosting monetization by 390%.
- Increased viewership by 2,900%-3,900% with trivia.
- Set up research db and design handoff processes

Arquivei + Bayer (fintech, e-learning, startup)

Product Designer III

Sept 2020 - Jul 2021

- Redesigned Bayer's dashboard, reducing errors by 30%
- Improved data visibility, boosting engagement by 120%
- Enhanced error resolution time by 45% through automation

Marlabs Brazil (outsourcing, consultant)

UI/UX Designer

Apr 2017 - Sept 2020

- Led projects for global clients in aviation, finance, and healthcare
- Designed Medical Box app for clinic patients from scratch

[Check out my case studies here](#)

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EDUCATION

Specialization Course of Graphic Design and Digital Interfaces

Postgraduate - Centro Universitário Barão de Mauá

May 2018 - June 2021

System Analysis and Development

Graduate - Instituto Federal de Educação, Ciência e Tecnologia de São Paulo

February 2015 - April 2018

Industry Knowledge

Product Design, User Interface, User Experience, User Research, Usability Testing, Accessibility, Wireframing, Prototyping, Atomic Research, Design System, Design Sprint, Design Thinking

Tools & Technology

Figma, Sketch, Adobe XD, Protopie, Invision, Zeplin, Google Analytics, Google Tag Manager, Miro, Notion, Hotjar, Dovetail, Maze, userinterviews.com, usertesting.com, Adobe Suite

Courses

HCI: The Foundations of UX Design (IxDF), User Experience (FIAP), Design Thinking (FIAP), Emotional Intelligence (Conquer), Design Sprint (Udemy).

Other skills

HTML, CSS, JS, jQuery, React, Java, MySQL, Postgres, SCRUM, Kanban, Dual-track Agile

Languages

Portuguese (native)
English (fluent)

Portfolio

gabrielquadrado.com

