Gabriel Quadrado
Senior Product Designer

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Calgary, AB, Canada

EXPERIENCE (+7 YEARS)

Trualta (healthcare, e-learning)
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, e-commerce)
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, design system & design handoff processes

Arquivei + Bayer (fintech, CRM, SaaS)
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