**PHELIPE MESTRE PERES**

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407.446.4664

**SKILLS**

**Industry Knowledge**

SEO, Marketing, Social Media, Drawing, Illustration, UI/UX Design, UI/UX Engineering, UX Architecture, Brand Development, Product Development, Fashion Design, E-commerce, Prototyping, Animation, Videography, Production, Video Editing, Photography, Photo Retouching

**Tools & Technology**

Figma, Adobe XD, Sketch, HTML5, CSS3, Sass, PHP (beginner), JavaScript, jQuery, MySQL, Git, Drupal, WordPress, Terminal, MAMP, Adobe Creative Suite (Illustrator, InDesign, Photoshop, Lightroom, After Effects, Premiere), Sublime, Procreate (Drawing)

**Interpersonal Skills**

Portuguese Speaker (fluent), Spanish Speaker (advanced), English Speaker (fluent), Customer Service, Extraverted, Intuitive, Thinker, Innovator, Open Minded, Team Player, Leader.

**EXPERIENCES**

**Product Designer at WAX (Worldwide Assets eXchange)**

Orlando, FL (Remote) - 01/2022–12/2022

* My objective is to drive the transformation of the WAX Cloud Wallet's user experience to align with the latest web3 standards and blockchain technology. With this, users will have seamless access to a wide range of decentralized applications within the WAX ecosystem, the ability to collect and transfer NFTs across networks using a built-in bridge, receive staking rewards, and enjoy various other features under development.

**UI/UX Designer at Cognizant Softvision**

West Palm Beach, FL (Remote) - 04/2021–01/2022

* As the lead designer, my responsibilities include elevating the analytical and reporting software's user experience and design for both internal and client-facing purposes. I will translate ideas and legacy screens into a user-centric design system, incorporating feedback from stakeholders to enhance the overall user experience. Collaborating closely with the client's team and Softvision, I will ensure a thorough understanding of project requirements for prompt and efficient delivery.

**UI/UX Designer at Hilton Grand Vacations**

Orlando, FL (Remote) - 07/2020–05/2021

* As the lead designer, I am tasked with rejuvenating the experience and design of the Sales team's software for acquiring new customers in various property locations. I will transform the existing ideas and screens into a more functional and user-friendly design system, benefiting both internal and client-facing usage. By closely collaborating with the sales teams, I aim to gain a comprehensive understanding of their needs and requirements to develop a software solution that streamlines their daily processes and enhances their ability to sell timeshare properties to potential buyers.

**UI/UX Designer & Engineer at NCR Corporation**

Maitland, FL - 04/2014–01/2020

* I am a seasoned UI/UX Designer and Frontend Engineer, having served at NCR Corporation for nearly 6 years. As a member of NCR's Consumer Experience Design (CXD) team within the Engineering group, I have extensive experience working on projects across the travel, financial, and retail industries. My expertise includes designing and building prototypes for various systems, such as Back Office, ATM, POS, and Kiosks. I am responsible for defining the early-stage user flow and creating the templates and component structures for various projects. I convert designs into prototypes for various platforms, including ATM, POS, Kiosks, Mobile, and Web. Collaborating with cross-functional teams, I ensure seamless implementation of designs into prototypes and production code. As a core team member, I drive the initiation and ongoing maintenance of the NCR UI Component Library. I am also a proud member of the Design Innovation team at NCR Corp.

**Founder & Designer at Mestre Empire, Inc. |** *mestreempire.com*

Orlando, FL - 01/2015-01/2020

* As the founder and driving force behind the Mestre Empire brand, I am responsible for its brand identity and creative vision. I oversee the design, development, and maintenance of the company's e-commerce store, and lead the charge in social media marketing. In addition to these responsibilities, I also serve as the in-house photographer and videographer, producing engaging content for the brand. I am also accountable for the design and concept of our products.

**Co-Founder & Creative Director at Mestre Muse, LLC |** *vimeo.com/mestreempire*

Orlando, FL - 03/2017-12/2018

* As the Co-founder and Creative Director of Mestre Muse production company, I am responsible for building and leading a team of 24 talented creatives. I shape the artistic vision and direction of our projects, serving as the on-set Creative Director and ensuring that our projects are aligned with our artistic goals. In addition to these responsibilities, I also play an important role in sales and talent acquisition, helping to bring the best and brightest talent to our production company.

**UX/UI Designer & Engineer at LaunchThat, LLC / formerly AMAG, LLC**

Orlando, FL - 06/2013-03/2014

* As a designer at Annuity.org, I was responsible for crafting the brand's identity and developing and maintaining the company's website. I collaborated with a large marketing team to drive leads and worked closely with other designers on projects for Debt.org. I played a crucial role in ensuring a consistent and cohesive visual presence across all of the company's initiatives.

**Designer & Engineer (Team Lead) at Designzillas, LLC**

Orlando, FL - 07/2011-06/2013

* As the Team Lead at Designzillas, I manage a team of 7 colleagues and oversee 11 projects. I am accountable for attending kickoff meetings with clients, providing design guidance to my team, and leading the design and development of websites and applications of various sizes. Additionally, I played a key role in the re-branding of Designzillas, overseeing the overhaul of the company's brand identity.