

Bruno Peres

Associate Experience Design Director

Toronto, ON
(416) 833-7538
brunoperes@gmail.com
brunoperes.com

Innovative and results-driven Experience Designer with a passion for problem-solving, prototyping, and lean UX. With over 15 years of UX and digital experience, I've led transformative projects across top-tier retail, finance, automotive, pharmaceutical, and CPG sectors. My portfolio includes work with prominent clients like Stellantis (FCA), Volkswagen, Walmart, Samsung, McDonald's, TDBank, CIBC, and Unilever.

I blend strategic vision with creative flair to deliver compelling user experiences, driving innovation and fostering collaborative, creative environments.

EXPERIENCE

Razorfish, Toronto - *Associate Director (2023 - Present) - Experience Lead (2021 - 2023) & Senior Experience Designer (2019 - 2021)*

FEBRUARY 2019 - PRESENT

- Spearheaded innovative design initiatives for Stellantis (Jeep, Ram, and more), enhancing brand sites' user experience and interface by collaborating with key business, strategy teams, and product owners.
- Orchestrated cross-functional teams to define and deliver digital experiences, elevating user satisfaction and engagement across platforms, as evidenced by a 10% uplift in user interaction metrics.
- Pioneered the integration of user-centred design principles in project workflows, significantly improving the efficiency and effectiveness of design processes.

Fjord, Toronto - *Service & Interaction Designer*

DECEMBER 2017 - FEBRUARY 2019

- Kicked off the launch of a new credit card portal and financial tools for TD Bank, enhancing digital banking experiences and customer satisfaction.
- Delivered design presentations with key stakeholders, fostering collaborative development and ensuring alignment with strategic objectives.
- Facilitated immersive workshops, significantly improving user engagement with the platform by fostering an intuitive customer-facing digital experience.

Tribal DDB, Toronto - *Senior Product Designer*

OCTOBER 2017 - DECEMBER 2017

- Product designer working on build-and-break rapid prototypes for Samsung, Volkswagen and McDonald's.

Razorfish, Toronto - *Senior Product Designer*

JUNE 2016 - OCTOBER 2017

- Part of the Walmart.ca and CIBC teams, focusing on their mobile apps and e-commerce.
- Lead UX in a new checkout experience for the Walmart Marketplace expansion. Walmart Marketplace has seen exponential growth and is home to more than 50 million items from more than 7,000 sellers.
- Redesigned CIBC's Mortgage Calculator and Credit Card comparison tools, significantly increasing user engagement.

StudySoup, Toronto - *UX/UI Designer*

APRIL 2015 - JANUARY 2016

- Conducted the homepage redesign that significantly reduced the bounce rate, increasing Studysoup's conversion rate by 25%.
- Updated Sign Up and Upload flows. After 11 months in the company, there were 3x more users and 5x more documents uploaded.
- Simplified how design and development teams could work together by implementing new processes using tools like Avocode and InVision.

Ginga One, São Paulo - *UX/UI Designer*

JANUARY 2014 - JULY 2014

Inkuba, São Paulo - *UX/UI Designer*

JANUARY 2010 - OCTOBER 2013

BoxBrazil, Rio de Janeiro - *Art Director*

JANUARY 2009 - NOVEMBER 2009

EDUCATION

George Brown College, Toronto - *Associate Degree - Game Development* (2014 - 2017)

UniverCidade, Rio de Janeiro - *Bachelor of Arts - Industrial Design* (2004 - 2007)

AWARDS

Cannes Cyber Lions, 2012

1 bronze - Cyber Lions - From Love To Bingo - Digital production for AlmapBBDO and Getty Images

El Ojo de Iberoamérica - 2 Golds, 2012

2 golds - Interactive/Sites - Mobile sites and Microsites - From Love To Bingo - Digital production for AlmapBBDO and Getty Images