# Bruno Peres

## Associate Experience Design Director

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Experience design leader with 15+ years in UX and digital. I lead design teams on the tools that carry customers from browsing to buying, currently across six automotive brands at Razorfish.

Different industries, consistently the same problem: complex products, real money on the line, and a customer who needs to understand what they're choosing before they commit. My strength is holding business goals, analytics, technical constraints and client priorities together at once, then turning them into something a team can build and ship. Earlier work spans retail, finance and consumer goods with Walmart, CIBC, TD Bank and Unilever, plus Samsung, Volkswagen and McDonald's.

## EXPERIENCE

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

FEBRUARY 2019 - PRESENT

Led a four-phase redesign of Stellantis' vehicle configurator across six brands, lifting dealer lead starts by 14% and progression into inventory search by 13.7%.

I run the design pod on the Stellantis brand sites (Jeep, Ram, Dodge, Chrysler, Fiat, Alfa Romeo), covering the shopping tools that carry a customer from browsing to a dealer lead: configurator, inventory search, dealer locator, incentives and offers.

We are the client's primary arm for new ideas and are part of a two-pod group that shipped 550+ enhancements, components and fixes in 2025-2026.

- Lead three designers, allocating work by the strengths each project calls for, setting the final approach and reviewing daily rather than at milestones
- Work on a cross-functional team across the full arc of delivery, from estimation and prioritization at intake to creative QA at release, so design intent survives the distance between a decision and what ships
- Present directly to senior client stakeholders, including A/B test plans, and sit in the director and VP-level conversations where priorities get set
- Build components used site-wide with the design system and AEM, supporting the library team in keeping the shared library current
- Delivered a market-specific lease shopping experience end-to-end in a single sprint by recomposing existing platform templates
- Brought the client an unrequested redesign of the incentives offer cards, green-lit and extended across every brand site.

**Fjord, Toronto** - Service & Interaction Designer

DECEMBER 2017 - FEBRUARY 2019

- Worked on the internal team launching a new credit card portal and financial tools for TD Bank.
- Presented design work to key stakeholders and facilitated workshops to align the team on requirements and direction.

**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, working on mobile apps and e-commerce.
- Led UX on a new checkout experience for the Walmart Marketplace expansion.
- Redesigned CIBC's Mortgage Calculator and Credit Card comparison tools.

**StudySoup, Toronto** - UX/UI Designer

APRIL 2015 - JANUARY 2016

- Redesigned the homepage, reducing bounce rate and increasing conversion rate by 25%.
- Updated Sign Up and Upload flows. Within 11 months, users grew 3x and documents uploaded grew 5x.
- Simplified how design and development teams worked together by introducing 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

**El Ojo de Iberoamérica - 2 Golds**, 2012