
Gustavo Bife Soares

Product Designer

Hi, I'm Gustavo Soares, also known as Bife. I'm a Product Designer passionate about building awesome interactive experiences. Over the past 9 years, I've helped startups and big companies shape their businesses by design.

Curious, collaborative, tech-obsessed nerd, I'm always trying new sci-fi cooking techniques and gadgets in my spare time.

Portfolio / Site

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WORK EXPERIENCE

Hub9

Jun 2015 – Present
3 years 9 months

Senior Product Designer & Partner

Working in a super compact and agile team, I've had the opportunity of working closely with our clients and our development team, consolidating fantastic teamwork and delivering highly polished products.

Freelancer

Sep 2013 – May 2015
1 year 9 months

Freelance Product Designer

I've worked as a Independent Freelancer right after Globo.com. Since then, I've been focusing on digital products, working as a UX/UI designer.

Globo.com

Jan 2013 – Aug 2013
8 months

UX Designer

I've worked as a UX designer for Globo.com, Brazil's largest media company and portal.

Café

Oct 2009 – Jan 2013
3 years 4 months

Designer & Art Director

My role was to design and manage branding, web, digital and interactive projects.

EDUCATION

Federal University of Rio de Janeiro

2005 – 2010

Bachelor Visual
Communications

Istituto Europeo di Design Rio de Janeiro

2011

Extension in Branding
and Strategy

Other Courses

2013

Branding Foundations
at Sebastiany Branding

SKILLS

User Experience and Information architecture

- Well-rounded product thinking.
- Translation of insights into full-fledged design concepts.
- Features definition based on users and business needs.
- User Flowcharts, Sitemaps, and Structural documents.
- Low to High Fidelity Wireframes.
- Prototyping.
- Design Sprints.

User Interface Design

- Consistent and systematic User Interface mindset.
- High fidelity interface animation prototypes.
- Strong Motion Design skills.
- Strong Visual Design skills.
- Experience with mobile and web platforms.

Interpersonal and other skillsets

- Team skills: ability to drive people towards a single product's vision.
- Great social skills, easy to deal with.
- Strong Branding and Corporate Identity skills.
- Strong Graphic Design skills.

WORKSHOPS ORGANIZED

Interaction Latin America 2017 (Brazil)

Agile with Lego Workshop

Along with my partner Thais Viana, I organized a Workshop at ISA'17. It consisted of a 3-hour workshop, aiming to exercise the concepts of Agile and Scrum imagining a world built with Legos.

RDesign VR 2017 (Brazil)

Product Design Sprint in less than a sprint

Along with my partner Arthur Menezes, I facilitated a Workshop at RDesign VR 2017, an annual Design students event that happens all over Brazil. We conducted a weekend long (10 hours) workshop dealing with all the important points of designing a product from scratch, using the Design Sprint methodology.

LANGUAGES

Portuguese

Native

English

Professional Working Proficiency