



## Daniel de Paola

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### About me

Hi, my name is Daniel de Paola and I am a senior product designer with 10+ years of experience with digital design. The last 4 of them working with educational software at Xello, also helped build the apps FalaFreud, Payfare, and USEND. My background is fully in digital design, with more than 10 years of experience.

In Brazil, I also worked for Appsclub which was bought by Opera in 2015. Appsclub is a major app store back there.

I work with Sketch, Photoshop, and Invision to create my projects. I am also fully active on Dribbble and Behance to see what other designers are doing to keep up with the community.

### Experience

#### **SR. MOBILE DESIGNER, RBC, TORONTO, CANADA - JUN 2019 TO DATE**

Working the mobile design team on the amazing banking solutions for RBC clients

#### **SR. PRODUCT DESIGNER, XELLO, TORONTO, CANADA – FEB 2015 TO APR 2019**

Helping the design team to create its design library and design system, alongside with the responsive/mobile first approach to all Xello's products. Mentoring young designers

#### **DESIGNER FREELANCER – 2006-PRESENT**

Designer consultant for startups like:

- FalaFreud: therapy mobile app that helps people to have access to affordable therapy with real psychologist and therapists. Raise R\$2M in series A. Lead the design project since v.1 working closely with the CEO and CTO to build the native iOS and Android versions of the app. Built the UI Library, assets, and guidelines.
- Payfare: Toronto based startup that gives Uber Drivers the change to get paid directly on their Mastercard credit card, hired as a consultant to re-design the experience of

the current app, created the UI Library and after the re-design, ~1,000 more drivers joined.

- USEND: fastest growing fin tech on the money transfer market. I was hired as a consultant to design the v.1 of the app, which was the evolution of EnviouChegou that I already had designed. Worked closely with the CEO, CTO and CFO to get user data and pain point to be able to create the best UX for the app. USEND now send money from the USA to Brazil and a lot of other markets.

**SR. DESIGNER, BEMOBI, RIO DE JANEIRO, BRAZIL – 2014-2015**

Designing apps for Brazilian carriers: Oi, Vivo, Claro, and TIM. Also for brands like Positivo, Movistar, Samsung, and Multilaser. Also helped to develop AppsClub, an app store for Brazilian carriers that was bought by Opera in 2016.

**PRODUCT DESIGNER CONSULTANT, OMELETE, SÃO PAULO, BRAZIL – 2013**

Responsible for the re-design of the biggest and most accessed pop culture website in Brazil. After the re-design, the engagement rate was 37% higher. Nowadays there's another version live which I did not work on, but they kept a lot of what I did.

**LEAD DESIGNER, ZOOM, RIO DE JANEIRO, BRAZIL – 2011-2013**

Leading and managing the design team of the fastest growing startup in Brazil, at the time we were me as a senior, one intermediate and two junior designers. I reported to the Product Manager.

**SENIOR ART DIRECTOR, OFICINA INTERATIVA, RIO DE JANEIRO, BRAZIL - 2009-2010**

Oficina Interativa is a digital agency that works with big real estate companies and big construction companies. At that time I lead a team of 3 other designers and lead key accounts projects. Responsible for creating wireframes and prototypes based on the wireframes to get the client's approval, after that designing the UI and then passed to another designer to continue the work while I handled another project and so on. Clients like João Fortes Engenharia, SIG Engenharia, Calçada, Carvalho Hosken, and Santa Cecília Engenharia.

**ART DIRECTOR, KINDLE DIGITAL AGENCY, RIO DE JANEIRO, BRAZIL - 2008-2009**

Acting as a mid-level designer, mentored by the Senior art director and both creative directors (partners of the agency) I could learn a lot about digital campaigns, ads, banners,

how to handle poor feedback from a client. I left the agency as Senior Art Director. Clients like UOL, Embratel, Reserva.

**JUNIOR DESIGNER, SELULLOID, RIO DE JANEIRO, BRAZIL - 2007-2008**

Learned about branded content, flash, annual reports and how to get a huge amount of content to create websites and digital magazines. I was the first time I could work on a project on my own. Clients like BFGoodrich, Michelin, ALL Logistics, Petrobras, TIM, Oi, Banco do Brasil.

**DESIGNER INTERN, SIRIUS INTERATIVA, RIO DE JANEIRO, BRAZIL 2005-2007**

As I was finishing my degree, I landed to this internship where I was mentored by more experienced designers and an amazing creative director. I could learn about UX, wireframes, Photoshop, how to handle user's journey, how to understand user's needs and most of all: how to deal with design critique. Clients like Petrobras, Cultura Inglesa, Embratel, and Rede Globo.

## Education

Universidade Estácio de Sá, Rio de Janeiro, Brazil - Technical Degree in Webdesign

MobGeek, Online - Extension course in Swift

Infnet, Rio de Janeiro, Brazil - Extension course in visual design

## Skills

Sketch, Photoshop, UI, UX, mobile app design, Material patterns, iOS patterns, some knowledge in agile techniques