



Nich Pereira, Product Designer.

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Professional Experience

Catalog Studios – Sr. Product Designer

MARCH 2020 – PRESENT

Designed and prototyped end-to-end product experiences and features for a multitude of small-to-medium, venture-backed companies. Working closely with product, engineering, and marketing stakeholders, I ensured that each project reflected business objectives in a way that maximized user engagement and drove success.

Freelance – Designer and Developer

APRIL 2019 – MARCH 2020

Designed an MVP mobile app for Supply Chain and Logistics company. Designed and developed fully responsive websites while traveling. Oversaw branding identity and product strategy.

Skrumble – Art Director

MAY 2016 – APRIL 2019

Spearheaded the company's rebranding initiative and the rollout of a new business line. Worked closely with cross-functional teams in marketing and development produce a comprehensive suite of assets, including website and mobile app designs, compelling promotional videos, engaging digital campaigns, and other vital marketing collateral.

Education

OCAD University

MAY 2016

Bachelor of Design, BDes

Major in Advertising, and Minor in Wearable Technology

Skills

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|---------------------------|--------------------|-------------|
| End-to-end Product Design | Interaction Design | Figma |
| UX/UI Design | Storyboarding | Adobe Suite |
| Visual Design | Wireframing | HTML/CSS |
| Branding | Animation | Javascript |