Walter Barroso

Senior Designer — UX & UI Product Design
São Paulo, Brazil / BRT (UTC-3)

Email: walterbarrosodesign@gmail.com
Phone: +55 13 99175-7406
Portfolio: https://wabnbk.wixsite.com/waltport
(Pass: walter11)

Designer with **12 years** across product, UX, UI, brand, graphic, and industrial design for global companies and startups. My strengths are: **UX/UI Design, Graphic Design, Design Management, Design Strategy**. Currently contributing to **LawnStarter**, a fast-growing tech startup for lawn/outdoor services, with a focus on user experience, design consistency, engagement, and customer satisfaction. Past consulting at **CharterUp** ("Uber for buses" in the US) building the design component library and standardizing the design language to support rapid scaling.

TECH SKILLS

- **Figma**
- **ClickUp**
- **Miro**

- **Jira**
- **Slack**
- **Adobe Photoshop**

- **Adobe Illustrator**
- **Adobe InDesign**

PROFESSIONAL EXPERIENCE

- **Senior Product Designer -** Jan 2024 – Present
  LawnStarter · Austin, TX (Remote)

  - Led **Signup Revamp** delivering a **30% increase** in signup conversion since launch.
  - Co-created **LawnStarter's newest sub-brand**, ensuring cohesive identity aligned with the company's expansion strategy.
  - Built **SEO and SEM pages** optimized for performance and discoverability to drive organic and paid traffic.
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- **UX/UI Senior Consultant -** Dec 2023 – Dec 2024
  CharterUp ("Uber for buses") · Austin, TX (Remote)

  - Developed the **design component library** and standardized the **design language**.
  - Collaborated cross-functionally to improve **usability, accessibility, and visual consistency** across a scalable charter bus marketplace.

- **Senior UX/UI Designer -** Oct 2022 – Dec 2023
  SideChef · São Paulo/SP

  - End-to-end responsibility for **creating, executing, prototyping, and testing** updates to existing features in partnership with design leadership.
  - Holistic focus on **brand, business, digital design, and user interaction** across platforms.

- **Product Design Manager -** Jun 2020 – Oct 2022
  Zhejiang Zhengte Co. · Shanghai/China

  - Managed the **Shanghai team** across Digital & Physical Product Design, Branding, Engineering, and Marketing.
  - Delivered UX/UI products from **idea to execution**, including marketing, e-commerce, and graphic materials for North America, Europe, and Asia.
  - Coordinated strategy with **sales and marketing teams** in the Netherlands and United States.

- **UX/UI Design Specialist -** Aug 2020 – Jul 2021
  Reeler · Shanghai/China

  - Head of Design for a **live-streaming events** product using users' smartphones/multi-camera setups.
  - Built brand guidelines, logo, market approach, **POP prototype wireframes**, and **MVP UX/UI**; managed a **team of 3**.

- **Product Design Manager -** Nov 2019 – Jun 2020
  PepsiCo · Shanghai/China

  - Managed part of the **internal Design & Innovation** team across major brands.
  - Led **product and experience design** initiatives, collaborating with teams in **APAC/Greater China** and cross-culture partners in **Egypt** and **Thailand**.

- **Product Designer -** Jan 2018 – Nov 2019
  Dirk Wynants Design Works · Detao Cluster of Innovation · Shanghai/China

  - UX/UI designer for clients in **China** and **Belgium**; full design process from **research to prototyping**.
  - Delivered lectures on **User Experience (UX)**, **Ergonomics (physical & digital)**, and **Design Project completion** at Shanghai Institute of Visual Arts.

- **UX/UI Designer -** Feb 2015 – Dec 2017
  Hausmart Brasil (Online Design Platform) · São Paulo/Brazil

  - Product Designer (UX/UI) for a platform serving **Interior Design professionals** (client management, income, and supply chain).
  - Drove **UX/UI problem-solving**, **marketing strategy & decision-making**, **graphic design/branding**, and **project management**.

SKILLS

- Product Development
- User Research
- Market Research
- User-Centered Approach
- Planet-Centric Design

- User Journey
- Team Brainstorms
- Digital Prototyping
- Physical Prototyping
- Creative Workshops

- Junior/ Mentorship
- Team Management
- Project Management

EDUCATION

- **Visual Elements of UI Design**(Jul 2021– Dec 2021)
  UX and UI in Digital platforms - California Institute of Arts

- **UX - User and Market** (Jun 2019)
  Beijing University - A deep understanding of user and Market research in User-centered Design.

- **UX - User and Market** (Apr 2019)
  Shanghai Institute of Visual Arts - User and Market approach for product design - How to create better digital products

- **Architecture and Design** (2011–2015)
  Bachelor of Architecture - Catholic University of Santos

- **Architecture and Design** (2014–2015)
  Bachelor of Architecture - Exchange program / Coimbra University

- **Product and Graphic design** (2009–2010)
  Associate Degree - Academia Brasileira de Artes