

# Product Designer



As a Product Designer, I tend to prefer minimalist and professional looking visuals, and **I see design as a tool to create value for brands**, while strengthening connections, making things work better and look beautiful. I am relentlessly looking for ways to optimize and improve creative processes while upholding the highest design standards.

## About me

Life can be beautiful, and I have dedicated the better part of the last ten years finding beauty in the details, designing brands and products that look timeless, work seamlessly and are better in its simplicity.

My team and I design for global brands, such as Danone, Bonafont and Servier, as well as local companies in Brazil, where our agency is physically based.

I'm an experienced and versatile designer, with over 10 years' experience in the creative business, during which time I worked as an in-house Brand Designer for L'Oréal Brazil, at the Marketing department.

I am a team player, easy going, highly motivated and detail oriented, used to the pressure of delivering high quality projects within budget and on time.

Currently, I'm looking for an opportunity to work with people from outside my current circle, on interesting projects, while helping the world become a better, simpler and more beautiful place.

Pedro Burgos



# Education

2006-2012	2006-2013	LANGUAGE SKILLS	EXTENSION COURSES
<h2>Bachelor Of Arts</h2> <p>Design / Dessau - Germany</p> <p>&gt; Hochschule Anhalt (former Bauhaus)</p>	<h2>Bachelor Degree</h2> <p>Product &amp; Industrial Design / Rio de Janeiro - Brazil</p> <p>&gt; Federal University of Rio de Janeiro - UFRJ</p>	<p>&gt; Portuguese (native)</p> <p>&gt; English (fluent)</p> <p>&gt; German (fluent)</p> <p>&gt; Spanish (intermediate)</p> <p>&gt; French (beginner)</p>	<p>&gt; Finance &amp; Economics</p> <p>&gt; Brand Management</p> <p>&gt; Digital Marketing</p> <p>&gt; Copy Writing</p> <p>&gt; Advanced Grammar</p> <p>&gt; Modern History</p> <p>&gt; International Politics</p>

# Work

since 2019	2015-2019	2013-2015
<h2>Digitals Agency</h2> <p>&gt; Brand Designer &amp; Co-founder</p> <p>Digitals is a boutique branding agency, specialized in Design and Advertising solutions, with a strong focus on building brands and their reputation.</p> <p>As a Product Designer, I am responsible for creating concepts and implementing solutions for our clients.</p> <p>My main responsibilities include:</p> <p>&gt; communicate with clients, design and oversee creative work &amp; brand strategy.</p> <p>&gt; supervise the entire design process and decide on technical issues.</p> <p>&gt; ensure that all products and experiences are delivered on time, on budget, and to the highest standards of quality.</p> <p>&gt; allocate resources according to project, track timeline, manage budgets, communicate with the team.</p>	<h2>Independent Work</h2> <p>&gt; Brand Designer</p> <p>I consolidated my experience as a Product Designer, creating work for several local brands, while focusing on other passions of mine, studying and growing as an individual.</p> <p>My favorite project during this period was the creation of Decor Urbano, which is a niche marketplace, where designers and artisans sell handmade products outside of mainstream retail shop networks and big stores.</p> <p>The concept behind Decor Urbano is that artisans and designers should be able to live off of their talent, but most of them are unable to market their products properly, or don't have the means to start their own business.</p> <p>For this company, I developed everything, from branding strategy and identity to the platform itself, using Wordpress (only as CMS) to accommodate the custom design.</p>	<h2>L'Oréal Brazil</h2> <p>&gt; In-House Branding Agency</p> <p>After six months in as a packaging designer, I was promoted to the Operational Marketing department at L'Oréal Proffessionnel division, where I designed visual aspects of marketing campaigns, its graphic components (print, digital, packaging) and branding.</p> <p>During my time at L'Oréal, I designed a system to manage packaging suppliers, so that we could keep track of print processes and preserve our brand's standards.</p> <p>Mostly, my routine was fairly similar to a design/branding agency. I did participate in the development of campaigns and its strategy, since I was also part of the marketing team.</p> <p>This experience influenced my approach as a designer, sparked my interest and directed my career to branding.</p>



# Achievements & Other Information

> Featured in “O Globo”  
Newspaper

My graduation project was fea-  
tured in an article about innova-  
tion and design

> Music Business and  
Personal Branding

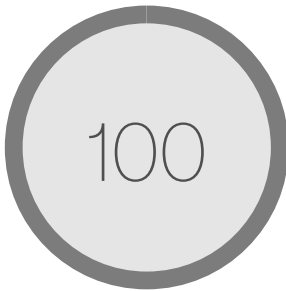
I Wrote one of the 50 most  
played songs in Brazil and was  
featured in several TV shows

> Ilha Design  
(Volunteer)

Instructor for disadvantaged  
people, teaching simple designs  
that could be sold in support of  
their families

> Move! Sul Award  
Nominee

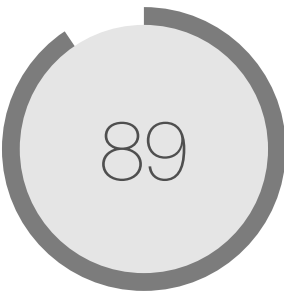
I was a Finalist in Product  
Design Award



PORTUGUESE  
(native)



GERMAN  
(fluent - c1)



ENGLISH  
(fluent - c1)

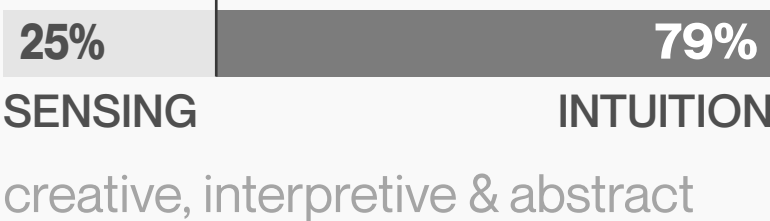


FRENCH  
(basic- b1)



SPANISH  
(basic- b2)

# Meyer -Briggs



# Skills

