

GUSTAVO GABRIEL HAHN E SENA

INFORMATION

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CONTACT

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ABOUT ME

I am a multidisciplinary designer focused on building meaningful connections between people and brands through user-centered digital interface design. Currently, I work as a Product Designer at the Apple Developer Academy, bringing previous experience in strengthening brands across various sectors as a graphic designer in branding studios and advertising agencies.

PROFESSIONAL EXPERIENCE

Apple Developer Academy

Scholarship Holder | UI/UX Design & iOS Development – February/2023 | Present

- Designed 7+ apps, acting as a UI/UX Designer in multidisciplinary squads of designers and developers.
- Developed high-fidelity prototypes and conducted usability tests with users, identifying possible improvements and coordinating their implementation using tools like MoSCoW and Effort vs. Impact Matrix.
- Structured personas, user journeys, and empathy maps based on data obtained through qualitative research with the target audience of the projects.
- Built consistent component libraries and screens with Auto-Layout, optimizing handoff for developers.
- Exercised soft skills such as teamwork, effective communication, and problem-solving. Also created informative and engaging presentations, entirely in English, for the Apple team.

Manalais Comunicação

Mid-Level Graphic Designer – May/2022 | February/2023

- Served the agency's main client by structuring new channels on social media and collaborating to develop a communication strategy focused on enhancing the customer experience.
- Created visuals for paid traffic campaigns and internal marketing materials, ensuring attractive visual communication aligned with the target audience.
- Developed layouts for email marketing, achieving CTR rates between 20% and 30%, demonstrating effectiveness in communicating with the target audience.
- Maintained agile service and established efficient processes for approval and evaluation of results, ensuring the quality of digital marketing initiatives.

Editorial Design

Graphic Design Intern – February/2020 | December/2020

- Assisted in creating visual identities, brand manuals, and graphic materials for technology companies.
- Produced packaging for well-established brands in the food and beverage sector, such as Paganini Gastronomia and Grande Adega.

SKILLS

DESIGN: UI (User Interface), UX (User Experience), UX Research, Copywriting, User Flows, Wireframes, High-Fidelity Interactive Prototypes, Design System, Handoff to Developers, Quantitative and Qualitative Research, User Journey, Usability Testing, Image and Video Editing and Retouching

PROGRAMMING: Swift, SwiftUI, HTML, CSS

TOOLS: Figma, FigJam, Miro, Trello, Notion, Adobe Creative Cloud (Illustrator, Photoshop, Premiere Pro, After Effects, Lightroom), Google Analytics, Git, Xcode

AGILE METHODOLOGIES: Kanban, SCRUM, Sprint

LANGUAGES: Portuguese (native), English, Spanish

EDUCATION

Strategic Marketing, Branding and Growth Hacking (MBA)

Pontifícia Universidade Católica do Paraná – Graduated in December/2023

Design (Bachelor's Degree)

Pontifícia Universidade Católica do Paraná – Graduated in December/2021

AWARDS AND RECOGNITIONS

Swift Student Challenge - Winner

Apple – March/2024

Honorable Mention Award

Pontifícia Universidade Católica do Paraná – February/2022