



## Gabriel Coelho

FULL STACK DESIGNER

### ABOUT

I am a Full Stack Designer with a passion for illustration. I have helped to create brands and experiences for small, medium and large companies around the US.

### EDUCATION

#### B.F.A in Advertising

Academy of Art University  
San Francisco - CA, USA  
2013 - 2016

#### Defining Brand Experience

Cooper University  
San Francisco - CA, USA  
2016 - 2017

### AWARDS

#### Design & Advertising Bootcamp

The One Club  
San Francisco - CA, USA  
3rd Place

### SOFTWARES

Adobe Creative Suite  
Sketch App  
Invision App  
Marvel App  
HTML5 & CSS3

### CONTACT

#### Portfolio

gabecoelho.com

#### Phone

+55 (11) 95829-3649

#### Email

coelho.biel@gmail.com

#### Location

São Paulo - Brazil

### EXPERIENCE

#### Product Designer & Art Director

Jan 2013 - Present

Freelancer

San Francisco - CA

Executed a variety of projects for small, medium and large businesses. The projects varied from art directing an advertising campaign for a well known steakhouse (Espetus), designing a full brand identity project for a small marketing Start Up (NossaLabs), rebranding a video production company (Mirar) and most recently designing a web app for Oficina3D in Brazil.

#### Brand & UX Designer

July 2016 - Feb 2017

Captora Inc

Mountain View - CA

Built a full style guide in order to create a consistency within all brand related materials. Also, designed all of the marketing materials, and assisted the product team in the development of a design language and improving the user flow for the product.

#### Lead Brand & UX Designer

Dec 2015 - July 2016

Vive

Palo Alto - CA

Lead the design team on the rebrand project and gave guidance to improve user flow on the website. Also, art directed an advertising campaign and designed marketing materials and logos for side projects and especial events.

#### Marketing Designer

Jun 2015 - Feb 2016

BTCjam

San Francisco - CA

Developed and produced compelling designs that were implemented across all marketing materials, from print to digital. Also, worked alongside with the product team on the redesign of the website and in a concept for a mobile app for the platform.