Marcelo Novaes

Product Designer

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Location: Mountain View, CA

WORK EXPERIENCE

Senior Product Designer at Yahoo! Inc.   (08/2010 – present)

From the experience, to the interaction and visual styles of the projects and polishing to the last detail, at Yahoo! I was able to deliver great products that I've worked on, with plenty of passion for it.

Projects: Yahoo! Esports, Yahoo! Livetext Yahoo! App Yahoo! Mail for iOS, Android and Windows 8, Yahoo! Profiles and Yahoo! Meme.

Designer at OSKLEN (08/2008 – 08/2010)

A fashion and design brand with offices in Brazil, Japan, Italy and USA

Responsible for concept, development and team management of a set of online projects, from concept to production.

• http://osklen.com

Designer at Globo.com (08/2007 – 07/2008)

Online branch of Rede Globo, the largest media company in Latin America

Responsible for creating online advertising campaigns at an in-house agency for their media, entertainment, news and many other products.

• http://globo.com

Designer at Americanas.com (04/2007 - 08/2007)

The biggest B2C company in Brazil

Responsible for creating online advertising campaigns at their in-house agency.

• http://americanas.com

Designer at Selulloid AG (2004 - 2007)

Advertising agency

Responsible for creating hotsites, campaigns and online versions of Annual Reports for a diverse set of clients.

Gained lots of experience with flash (animation and actionscript 2)

EDUCATION

UNESA (2003 - 2005)

Graduate diploma of university studies in Management and Creation of Web Environments (Tecnólogo em Ambientes para Internet)

CONFERENCES AND COURSES

SXSW (2015)

Aincubator of cutting-edge technologies and digital creativity, the event features five days of compelling presentations and panels from the brightest minds in emerging technology, scores of exciting networking events hosted by industry leaders.

Design Thinking - Escola Sao Paulo (2012)

Design concepts and tools that lead to innovation and great impact on your projects (15h)

Art Direction and Layout - Belas Artes (2012)

Emphasizes the role of an Art Director including problem solving, typography, visual hierarchy, and many other fine tuned design skills (40h)

TYPO San Francisco - typotalks.com (2012)

Attendee at Typo 2012 that included a series of talks about design and typography.

SKILLS

Experienced in Sketch, After Effects, Photoshop, Illustrator, xCode (Swift), CSS, HTML, JS, Flash, and also mild knowledge in PHP.
Fluent in both English and Portuguese.

AWARDS

Superstar award (2013 - Yahoo! Mail)
You Rock Yahoo! award (Q4 / 2011 - Yahoo! Profiles)
Best Newsletter project (2006)
Claro e-zine Idéias - Aberje Awards (Brazilian Association)

OTHER PROJECTS

Plup iPhone App
Plus has been my sandbox project, when I decided to conceptualize, design and code a product from scratch, to learn more about mobile.
Plus is a place for gamers to share their passion for their games.

Meme iPhone App
Design and some development of meme for iPhone, a native app built entirely in Javascript using Titanium Studio.

Osklen App for iPhone
Concept, interface design and development of a web app for iPhone, porting it as a native app using phonegap.

Twitag.com (2008)
I have co-created, designed and developed this hashtag finder and indexer for twitter
• www.twitag.com