

André Abe

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Hello! I'm a full-stack product designer specializing in creating intuitive and engaging user experiences. From user research to interaction design, prototyping, usability testing, and visual design, I bring a comprehensive skill set to each project, ensuring user-driven solutions that exceed expectations.

Recent work samples on request

Product Manager, Product Owner, Creative Director

Freshify.io / Freshinup.com | Madison, WI (remote) | 2015 to present

- Collaborated with the CEO to enhance the company's planning and design methodologies.
- Managed end-to-end product lifecycle, from ideation to launch.
- Leveraged AI tools to gain valuable insights in problem-solving, ideation, and strategic decision-making processes.
- Conducted market research, gathered stakeholder requirements, and analyzed competitive intelligence to drive product decisions.
- Worked with cross-functional teams (engineering, design, marketing) to deliver high-quality products aligned with business objectives.

Product Designer

Food Fleet | Los Angeles, CA (acquired by The Compass Group) | 2019 - 2022

- Led product design for tailor-made event and food truck management software, contributing to the company's valuation and acquisition.
- Created wireframes, user flows, journey maps, high-fidelity designs, prototypes, and design system.
- Developed product roadmaps and fostered cross-functional collaboration with stakeholders, designers, and developers.

Freelancer | 2015 - Present

- Conceptualized, designed, and prototyped mobile apps and websites for diverse clients, including Nestlé, Bayer, Boehringer Ingelheim, and McCann.

Senior Art Director / Head of Digital Design

Symbia Business Marketing, São Paulo, SP | 2012 - 2015

- Implemented cost-effective processes, increasing quality and reducing web design and development expenses by up to 50%.
- Acted as lead designer and supervisor on multiple B2B and B2C websites and web apps.

Senior Art Director

Tugare, Drucker – CDM, São Paulo, SP | 2011-2012

- Created campaign concepts leading to multi-year contracts with Fortune 500 companies.
- Provided creative direction to graphic designers and copywriters.

Senior Art Director / Creative Consultant

Mojo, São Paulo, SP | 2009 - 2011

- Led design efforts for Santander Bank's entrepreneur/startup acceleration program.
- Designed the Museu do Futebol (Soccer Museum) website.
- Supervised and mentored graphic designers and interns.

CERTIFICATION AND EDUCATION

Professional Scrum Master I

Scrum.org

User Experience Design

General Assembly - San Francisco, CA

ESPM - Escola Superior de Propaganda e Marketing - Sao Paulo, Brazil - 1999 - 2004

Bachelor of Arts Degree in Advertising