

# WALTER BARROSO

## Head of Design / Design Manager UX, Product, Industrial and Retail design

With 12 years of experience in product design, industrial, retail, UX and experience design for a variety of customers and companies worldwide. Today, combining physical product design, digital e-commerce approach, design strategy, and market strategy, me and a team design and strategize for the major retailers in the world, bringing new innovative products to the table, changing and pushing forward many markets. Recently, as part of a very important path as a Design Manager for Retail and Experience design (Asia Pacifico and GCR) inside the PepsiCo Design Team, I've worked on the development of many projects like E-commerce, POSM, retail, and experience spaces for a variety of Brands and crossovers such as Lays, Gatorade, Pepsi Black, and Disneyland.

During many years of my career, I have been working on a variety of projects that has design as the major driving force. Design is a tool for change, from emotional to useful achievements, I believe that design is a mix between feeling and crafts, it's the ability to nurture, synthesize, and create useful and feasible outcomes.

### I am stronger at

Product Design | Industrial design | Design management | Design Strategy

### but also have excellent knowledge in

Brand design | UX Design | UI Design | Graphic design

## Work experience

### Lead Design Manager

**Equivalent: Design department Head**

Zhejiang Zhengte Co.

Shanghai / China

June 2020 - Today

Leading the internal Shanghai team, that covers Product Design, Branding, Engineering, and Marketing on the creation of solutions for a variety of brands and customers from North America, Europe, and Asia. Works including creating products from idea to product and marketing, e-commerce, and UX/UI materials for a variety of usages. Communication and strategy planning across different teams, such as sales and marketing in the Netherlands and United States.

Zhengte is one of the world's largest manufacturers of outdoor shading and leisure goods. By combining product design, design strategy, and market strategy we design and produce for the main retail brands worldwide, offering new solutions and new designs to bring fresh and useful products to our clients and their users. With a focus on brand, usability, user experience, user journey and user interaction in physical and digital product platforms, our design team captures the essence of the client and the user to offer products that fit both needs, bringing success and differentiation.

## **Co-founder Head of Design - UX/UI**

Reeler  
Online Live Platform  
Shanghai - China

August 2020 - July 2021

Reeler is a projects that focus on providing live streaming events through multiple cameras using users own smartphones or cameras, connected all into an unique server.

Main responsibilities as a Head of Design was to create from scratch the brand guidelines, logo, customer and market approach and wireframe of the POP (Proof of concept) prototype and also start the UX/UI of MVP for future testing.

## **Product Design Manager Asia Pacifico and GCR**

PepsiCo  
Shanghai / China

November 2019 - June 2020

Design Manager, managing part of the internal Design and Innovation team at PepsiCo and taking care of Product design and Experience design through a variety of platforms within company portfolio of brands. Works included communication and with the Asia Pacifico team and greater China, also across cultures with Egypt, Thailand, and many other worldwide teams.

There I had a close approach to designing products and experiences for specific brands. Projects included are POSM, E-commerce, retail, and physical/UI experiences for a variety of Brands and crossovers, such as Gatorade, Lay's, Pepsi Black, Pepsi Blue, Cheetos, Shanghai Disneyland, Shanghai Fashion Week and others.

## **Senior Product Designer**

Dirk Wynants Design Works  
Detao Cluster of Innovation  
Shanghai / China

January 2018 - November 2019

Works included normal routine on design process to create products for a variety of customers. Works included mostly designing products for customers in China and Belgium, part included lectures on User experience - UX, Ergonomics (For physical and digital world), Design Project completion (From research to prototyping), Sustainability, Innovation for Digital and Physical interactions, Branding Introduction and Graphic design application for products in digital and physical platforms.

## **Co-founder Design Lead - UX/UI**

Hausmart Brasil  
Online Design platform  
São Paulo - Brasil

February 2015 - December 2017

Product designer UX/UI at Hausmart platform, focused on management for Interior Design professionals to work better with their clients, control income and supply chain.

During the work I helped the team to leverage UX/UI, some competencies were important to make it happen, such as: Problem-solving regarding UX and UI, Marketing Strategy and decision making, Graphic design and Branding for the whole brand appearance and Project management.

## **Senior Designer**

WBD Design  
Product and Graphic design studio  
São Paulo - Brasil

Feb 2011 - January 2015

During work at WBD, I have developed more than 100 concepts and products for various industries in Brazil and abroad.

Main works included problem-solving and innovation were driving forces for the creation of most of the products presented with this partnership collaboration to a variety of Brazilian companies and factories. Products developed were sold for more than 35 different states during 5 years.

## Education background



### Visual Elements of UI Design

UX and UI in Digital platforms  
California Institute of Arts  
July 2021 - December 2021



### Architecture and Design

Bachelor of Architecture  
Exchange program  
Coimbra University  
2014 - 2015



### Architecture and Design

Bachelor of Architecture  
Catholic University of Santos

2011 - 2015



### Product and Graphic design

Associate Degree  
Academia Brasileira de Artes

2009 - 2010

## COMPETENCES

### NPD

User research  
Market research  
User-centered approach  
Planet-centric design  
User Journey  
Team Brainstorms  
Digital prototyping  
Physical prototyping  
Creative workshops  
Junior/Senior mentorship  
Team management  
Project management

### Technical

Solidworks 3D  
Sketchup 3D  
Keyshot render  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premier Pro  
Figma  
Click Up / Miro

## LANGUAGES

### English

Full work proficiency

### Chinese

Elementary work knowledge

### Italian

Intermediate proficiency

### Spanish

Intermediate proficiency

### Portuguese

Native language

## SPEACHES AND LECTURES



User and Market research  
A Deep understanding of user  
and Market research in User-  
centered Design.

Beijing University  
June 2019



User and Market  
User and Market approach  
for product design  
How to create better  
products

Shanghai Institute of Visual Arts  
April 2019

## PORTFOLIO

[www.walterbarroso.com](http://www.walterbarroso.com)

## CONTACT

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