

# WALTER BARROSO

## Lead Designer & Manager UX and UI Product Design

Hello! I'm Walter, and I have 12 years of experience in product, UX, UI, Brand, Graphic and Industrial design for a variety of customers and companies worldwide. Today, combining digital product design, digital e-commerce approach, design strategy, and market strategy, me and a team design strategize for big customers worldwide through SideChef, bringing new innovative products to the table, changing and pushing forward many markets. Recently, as part of a very important path as a Consultant for Reeler Live startup in China, I have created UX and UI for the whole app for investment presentation and VC rounds. I have also worked inside the PepsiCo Design Team as a Design Manager for Retail and Experience design (Asia Pacifico and GCR) where I had the joy to develop many projects like E-commerce, POSM, retail, and experience spaces for a variety of top brands and crossovers such as Lays, Gatorade, Pepsi Black, Walt Disney World and Fashion Week.

### I am stronger at:

UX/UI Design | Graphic Design | Design management | Design Strategy

### but also have excellent knowledge in:

Brand Design | Brand Experience | Industrial Design

## Work experience

### Senior Innovation Lead

SideChef

Shanghai/São Paulo

Sep 2022 - Today

Senior Innovation Lead - US and GCR

With a holistic view of brand, business, digital design and user interaction in a variety of platforms. I am responsible for creating, executing, prototyping and testing updates for existing features and push forward together with design leadership, innovation in our digital platforms with the creation of new features for the Sidechef App, Web and Sidechef Business, in partnership with a diverse portfolio of clients worldwide, such as big media conglomerates, FMCG brands, CG brands and startups in the US

### Product Design Manager

Digital & Physical - UX/UI Design

Zhejiang Zhengte Co.

São Paulo - Shanghai / China

June 2020 - Oct 2022

Managing the internal Shanghai team, that covers Digital and Physical 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 UX/UI products from idea to execution, marketing, e-commerce, and graphic materials for a variety of usages. Communication and strategy planning across different teams, such as sales and marketing in the Netherlands and United States.

## UX/UI Design Specialist

Reeler  
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 creating an unique experience.

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. Managing a team of 3 people.

## Product Design Manager Asia Pacifico and GCR

PepsiCo  
Shanghai / China

November 2019 - June 2020

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 in the main important company 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 UX/UI, 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

UX/UI Designer and Bachelor Lecturer at Dirk Wynants Design Works Studio and Shanghai Institute of Visual Arts. 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.

## UX Lead Consultant

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.

## Product 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

### Product Development

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

Figma  
Click Up / Miro  
Jira  
Sketchup 3D  
Keyshot render  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign

## LANGUAGES

English  
Fluent proficiency

Chinese  
Elementary knowledge

Italian  
Basic proficiency

Spanish  
Intermediate proficiency

Portuguese  
Native language

## ACADEMIC (Lectures & others)



UX - User and Market  
A Deep understanding of user  
and Market research in User-  
centered Design.  
Beijing University  
June 2019



UX - User and Market  
User and Market approach  
for product design  
How to create better digital  
products  
Shanghai Institute of Visual Arts  
April 2019

## Digital Portfolio

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

## Contact

São Paulo/Brasil  
[walterbarrosodesign@gmail.com](mailto:walterbarrosodesign@gmail.com)  
+55 13 992086084