

WALTER BARROSO

Lead Designer and Manager Product, Industrial, Retail and Experience Design

With 11 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

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

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.

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

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