

Gracielle Pestana

Senior UX/UI Designer

I'm a Portuguese & Brazilian designer **based in Portugal** passionate about understanding players' behaviours and making solutions that better connect with them and their needs. My strengths are UX Research, Wireframing, Data Analysing, and Teamship, I've **11+ years of Design**, and **5+ years focusing on User Experience and User Interface for Games**.

EXPERIENCE

Senior UX/UI Designer

Auroch Digital | 2024 – November 2022 (1 year & 8 Months)

- Working in Mars Horizon 2 (AA game on current NDA), as the UX Lead of the project, training, supporting and making UX/UI decisions about the project;
- While preparing training for other Associate and Mid UX/UI Designers, we were mainly focused on how to User Test, how to Data Analysis, how to Create Personas, and how to ask questions on Surveys properly;
- **UX Daily basis:** Benchmarks, Wireframes, User Research, Prototypes User testing, Surveys, Data Analysis, and Documentation about the project;
- **UI Daily basis:** User Interfaces, Iconography, Project Guidelines/Design System, HUD, Interface Animations as sprite sheets;
- **Unity Daily basis:** Implementing Interfaces, Buttons and Animations on Unity UGUI and UI Toolkit, spritesheets, Optimization of Sprites and Animations on Unity;
- Creating Personas for the project and also running validating Surveys for the personas.

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EDUCATION

Graphic Design

Senac Rio | Dec. 2013

Web Design

Oi Kabum | 2009 - 2010

SKILLS

Sketch | Figma | Spine |
Lookback | Playtest Cloud |
Proto.io | Invision | Zeplin |
Illustrator | Photoshop | After
Effects | Office | Unity & UGUI
UI Toolkit | Git | Perforce |
Firebase | Jira | Confluence |
Asana | Notion

Creative | Organized |
Leadership | Teamship |
Communicator

LANGUAGES

Portuguese

Native

English

Fluent

Spanish

Advanced

Senior UX/UI Designer

Gazeus Games | November 2022 – April 2021 (1 year & 8 Months)

- UX/UI Project Key at Buraco Jogatina, Spades, and Euchre participating in all decisions about the interface and intuitiveness of the project;
- **UX Daily basis:** Benchmarks, Wireframes, User Research, Prototypes User testing, Surveys, and Data Analysis;
- **UI Daily basis:** User Interfaces, Iconography, Project Guidelines/Design System, HUD, Interface Animations as spritesheets;
- **Unity Daily basis:** Implementing Interfaces, Buttons and Animations on Unity UGUI, Spritesheets, Optimization of Sprites and Animations on Unity UI or in Spine;
- Preparing training in Unity UI basics and best practices for other Designers in other projects at Gazeus;
- Preparing together with another Senior full documentation of all tools the UX/UI team used, to help decision-making about what tools are maintained and new tools to acquire.

PREVIOUS EXPERIENCES

Mid UX/UI Designer

Gazeus Games | April 2021 – August 2018 (2 years & 9 Months)

Marketing Designer

Gazeus Games | July 2018 – February 2016 (2 years & 9 Months)

Technical Designer (Games)

Tamboro Educacional | January 2016 – June 2014 (1 year & 8 Months)

Graphic Designer

14 Agência de Conteúdo Digital | May 2014 – July 2013 (11 Months)

Intern

Studio Attila | June 2013 – April 2012 (1 year & 11 Months)

Web Designer

Tamboro Educacional | March 2012 – June 2011 (10 Months)

