

# Gabriel Brasil

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Product Manager and XR creator

## Summary

Product manager leading design and content development for a major STEM education company with over 50 thousand students with products ranging from web platforms, print, and custom hardware. Lead technologist for VR and AR with 7 years of experience in design and UX research. + 10 years of experience as a TV news producer. Able to solve complex problems, interact with clients and stakeholders, and quickly prototype technologies. Background in Neuroscience research with a solid understanding of applied behavioral cognition and user experience. Interpersonal and Leadership skills.

## Technical Proficiency / Skills

**Project Management:** Team hiring and assignment, budgeting, outsourcing, vendor and supply tracking, roadmap and market evaluation

**UI:** Figma, Sketch; Office Suite; Wireframing, Persona Creation; User Journey;

**UX:** Ethnographic research; interview; B2B and B2C; research; AB research; Design Thinking; Workshop coordinator; User Testing

**AR:** Spark AR and Snap Lens Studio, Unity AR

**Design:** Adobe Suite (InDesign, Photoshop, Illustrator, Lightroom, Premiere, After Effects); 3D modeling (Maya, Blender, Zbrush, Substance); Unity, Unreal, Zbrush, Advanced 2D concept art.

**Languages:** HTML; CSS; ThreeJs; JavaScript, C#, Unreal Blueprint

## Experience

### [Tec Educação](#) / Salta-Eleva group, Rio de janeiro

*Product Lead, 01/2023 - Current*

- Product lead responsible for the company's entire line of STEM education products, currently distributed to over 250 schools and 50,000 students
- Led development of TECs digital platform, part of a digital-first strategy. Expected 10,000 users in the first year.
- Managed development of custom-built hardware, visiting factories, and suppliers, design and distribution alongside logistic teams.
- Hired to completely revamp the entire line of products, including digital, media, publishing, and hardware.

### The [Glimpse Group](#) / [QReal](#), New York

*Lead Technologist, 11/2019 - 08/2022*

- Researched tools and procedures to implement content development pipelines for the creation of augmented reality experiences for Spark AR and Snaps Lens Creator aimed at advertising clients.
- Projects Showcased on Snaps Partners Summits 2021 and 2022, as well on NYC1 news and other media outlets.
- Implemented production pipeline and delivery of more than 250 AR lenses in 2 years.
- Led a team of international developers located overseas, which grew from 6 to over 150 members.

- Coordinated projects directly with clients, led meetings, and maintained constant, daily contact with stakeholders in several parallel projects.
- Storyboard design and presentation design for clients as well as internal teams.
- R&D project management and development for immersive technologies. Assigned projects to developers; assess if the new tool or solution is applicable now or should be further developed or shut down for the moment.
- Represented the company and introduced projects to prospective clients during events.

**Bousis Film, New York**

*Interaction Designer, 06/2019-10/2019* ([link to project](#))

Screenplay adaptation to Virtual Reality experience and project management

- Onboarded director into the immersive media scene - coordinated hiring and technology consultancy.
- Created the UI and UX backbone; art direction research; storyboarding; and prototyping. The project is now under full development in LA aimed at Sundance.

**MJV Innovation, Rio de Janeiro, Brazil**

*Senior Innovation Designer, 11/2016-07/2017* ([link to project page](#))

MJV Innovation is one of Brazil's largest innovation consultancy. Was hired as a senior innovation designer after successfully implementing new VR technology and UX research in one month. Experience with team management and client interface.

- UX research successfully introduced a major international cement company into the Brazilian construction retail market: **110** new stores in **2** years.
- Created first immersive VR training for Essilor - Varilux Eyewear retail salesforce.
- UX research and UI Order Management Platform. 40+ interviews; prototyping.

**Past Work Experience**

- **Associated Press** - TV news producer (Jan 2004 - Oct 2016)
- **ABC News 20/20** - News Producer (2001-2006)
- **ESPM, The Higher School of Advertising and Marketing** - Visiting Professor (Nov 2015 - Dec 2015)
- **Consórcio Porto Rio / Odebrecht** - Lead Instructional Designer (Feb 2012 - Oct 2013)
- **Al Jazeera Media Network** - News Producer (200-2012)
- **WeShow** - Content Analyst (Oct 2008 - June 2009)

**Education**

Masters in Interactive Telecommunications - New York University - 2019

Masters in Science History - Major Arts & Neuroscience - UFRJ - Brazil - 2017.

Bachelors - Digital Design and User Experience - Senac Rio de Janeiro - 2014

**Languages**

English (fluent); Portuguese (native); Spanish (intermediary); German (advanced)