

GABRIEL BRASIL

Senior Innovation Consultant and Project Manager

Summary

Project Manager with over 10 years of experience in providing innovative strategies and products to major international brands in Brazil and abroad.

I'm proficient in managing innovation processes from ideation to implementation. Hired and Lead teams responsible for Research, project management, and interaction design for large-scale public works and successfully guiding industry leaders to position themselves in an evolving digital realm.

Passionate public speaker and consultant on technology best practices.

Recent Experience

Tec Educação / Salta-Eleva group

Product Lead, 01/2023 - 09/2023, Rio de Janeiro -Brazil

- Product team lead. Designed and Illustrated over 15 STEM books delivered to 50,000 students. Prototyped and oversaw the manufacturing of a new line of smart toys.
- Led the development of TEC's digital web platform and UX/UI research. The user base grew 400%.
- Created new branding and advertising strategy for social media.
- Implemented data analysis and resource-management pipelines.

QReal

Lead Technologist, 11/2019 - 08/2022, New York - US

- Creative lead and project manager for more than 250 digital campaigns for brands like Google, Nike, Meta and Mcdonalds
- Interaction design and R&D for novel Augmented Reality products.
- Lead the growth of the development team from 6 people to 180 in two years.
- Interfaced daily with clients, pitching projects, storyboarding and review

Stay Alive My Son - UME Studios

XR Interaction Designer, 07/2019 - 11/2020, New York - US

- Created and implemented new strategy for a movie studio moving to the Tech sector.
- Prototyped immersive interactions to adapt the original products to VR.
- Hired professionals and advisors for the project.
- Project showcased at Sundance and the Venice Filme Festival

MJV Innovation

Senior Innovation Designer, 11/2016-07/2017, Rio De Janeiro - Brazil

- Innovation consultant for Lafarge-Holcim, leading to 110 new stores in 2 years. Delivered a 120-page report with data gathered from 3 months of UX research. Coordinated workshops, persona creation, and 3D mockups.
- Developed VR experience for Essilor/Varilux line of bifocal lenses, used to train their Latin American sales force.

Education

New York University - Masters in Interactive Telecommunications (ITP) - 2019
Hypercarneval VR: Brazilian Carnival as a template for our digital future selves.

Universidade Federal do Rio de Janeiro - Masters in Science History - Brazil, 2017.
Cognitive Explorers: The use of VR neurologic research and validation

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Can legally work in the EU

Technical Proficiency / Skills

Project Management

- Team hiring and deployment
- Budgeting
- Client briefing
- Digital Marketing
- Time tracking
- Risk Management
- Data-Analysis
- Strong communications skills

UX/UI

- Interaction Design
- User Research
- Flow charts
- Personas
- Product Design
- Instructional Design

Visual Storytelling

- Storyboard
- Art Direction
- Moodboards
- Concept Art
- Mocku-ups
- Presentations
- Video editing

Software

- Advanced Excel
- Canvas
- Gyra & Monday
- Figma
- Keynote & Powerpoint
- Unity & Unreal

Code

- C#
- Javascript
- HTML/CSS
- React

Asset Creation

- 3D modeling
- Graphic Design
- Photogrammetry
- Character Design

Languages

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