

GABRIEL BRASIL

XR Designer

Summary

XR creator with 10 years of experience in user research and interaction design and with a portfolio of over 250 AR campaigns for the world's largest brands. Skilled in both 2D and 3D asset creation, user research, project management and interaction design. Led teams on projects 2 times showcased at Snap Partner Summit. Former TV news producer who fell in love with XR.

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%.
- Designed and developed AR experiences for trade events with over 3,000 daily users.

QReal

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

- Creative lead and project manager for more than 250 AR brand campaigns in 2 years.
- Interaction design and R&D for novel Snapchat technologies.
- One of the first 5 members of the entire company, responsible for all technical and creative aspects, hiring, onboarding, R&D, and bespoke projects.
- 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 10 storyboards and 50 concept art for early stages of the project.
- Prototyped immersive interactions to adapt the original source to VR.
- Hired professionals and advisors for the project.

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
Hypercarnaval 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 and electrodermic sensors for neurologic emotional valence

SENAC - Bachelors in Digital Design and User Experience - Brazil, 2014

Rio de Janeiro, Brasil (-5 CET)
+55 (21) 99191-7441

info@gabrielbrasil.com

linkedin.com/in/gabrasil

www.gabrielbrasil.com

Can legally work in the EU

Technical Proficiency / Skills

UX/UI for XR

- Interaction Design
- User Research
- Flow charts
- UI for Spatial Computing

Asset Creation

- 3D modeling
- Rigging & Animation
- 2D Illustration
- Texturing
- Graphic Design
- Photogrammetry
- Character Design

Visual Storytelling

- Storyboard
- Art Direction
- Moodboards
- Concept Art
- Mockups
- Presentations
- Video editing

Project Management

- Team hiring and deployment
- Budgeting
- Client briefing
- Time tracking
- Strong communications skills

Software

- Blender 3D
- Substance Painter
- Lens Studio
- Spark
- Unity
- Unreal
- Photoshop/Illustrator
- InDesign
- Premiere

Code

- C#
- Javascript
- HTML/CSS
- Unreal Blueprint

Languages

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