



Hello! My name is

# Adriano Valadao

📍 3903 Bob Street / San Diego / CA / 92110



## About me

**41 YEARS OLD**

BORN IN **BRAZIL** (H1B VISA HOLDER)

**MARRIED** AND A **10-YEAR OLD SON**

**+15 YEARS AS A PROFESSIONAL DESIGNER**

MASTER DEGREE IN **BUSINESS ADMINISTRATION**

DOMINANCE IN **MARKETING & BRANDING STRATEGIES**

**I am a creative, ethical, committed, and organized professional. I respect and praise the qualities of others and I always try to use my knowledge in a comprehensive, collaborative, and delivery-oriented way.**



## Experience

**Lead/Service Designer**

**2018 > 2020**

Present

**PACIFIC**

[www.pacific.co](http://www.pacific.co)

**SAN DIEGO / CA**

**Job description**

- Responsible for developing design projects for multiple brands;
- Implemented innovative design methodologies to improve quality and productivity of several digital marketing deliverables;
- Established a leadership position in strategic design and customer experience initiatives;
- Achieved 2 promotions in 1st year.

**Service Designer**

**2015**

April > September

**Grupo Tellus**

[www.tellus.org.br](http://www.tellus.org.br)

**SÃO PAULO / BRAZIL**

**Job description**

- Leadership in all solutions involving design and creativity;
- Developed macro and micro service design strategies for public sector;
- Developed visual concepts, presentations and templates for research methodologies;
- Supported the CEO by planning communication and marketing strategy for the group.

**Senior Innovation Analyst**

**2011 > 2014**

May > March

**Banco Itaú**

[www.itaú.com.br](http://www.itaú.com.br)

**SÃO PAULO / BRAZIL**

**Job description**

- Collaborated with the innovation team in the divisions of culture and projects;
- Created audiovisual content for various events, forums, and ideation sessions;
- Played a strategic role in the innovation area (multitasking);
- Elected for 2 consecutive years as one of the 3 best-rated employees in the whole innovation team.



## Academic

**2016 > 2018**

Master of Business Administration

**Southern States University**

**San Diego**

[www.ssu.edu](http://www.ssu.edu)

**2012 > 2013**

2nd specialization

**EISE Journey (complete)**

**School of Innovation in Services**

[www.hivelab.com.br](http://www.hivelab.com.br)

**2009 > 2011**

1st specialization

**Branding (complete)**

[www.riobrancofac.edu.br](http://www.riobrancofac.edu.br)

**2000 > 2004**

Bachelor

**Design (complete)**

**University Anhembi Morumbi**

[www.anhembi.br](http://www.anhembi.br)

**1998 > 1999**

Bachelor

**Philosophy (incomplete)**

**PUC/SP**

[www.pucsp.br](http://www.pucsp.br)



## Certificates & languages

**2016**

Short time course  
**UX Design**  
**Caelum Innovation**  
www.caelum.com.br

**2013**

3-day immersive experience  
**Zappos Insights**  
**Las Vegas**  
www.zapposinsights.com

**2012**

Short term course  
**Design Thinking**  
**Live+Work**  
www.liveworkstudio.com.br

**English**  
Fluent

**Spanish**  
Intermediate

**Portuguese**  
Native



## Skills

- Design of interfaces for digital media (apps, sites, presentations);
- Prototyping;
- UI / UX design;
- Conceptualization and production of editorial and promotional materials;
- Interpersonal and communication activities;
- User-centered project management (design thinking/doing);
- Strategic planning;
- Presentation and storytelling techniques;
- Application of lectures and workshops;
- Customer relationship and sales techniques (entrepreneurial experience);



## Objectives

### Service / Strategic Design

**I am looking for an opportunity to make a difference!**  
**Here are 6 main reasons for giving me a chance:**

1. I'm dominant in human-centered design processes and techniques
2. I'm a confident and positive person
3. I'm a motivator and a team player
4. I'm 100000% concerned about the customer experience
5. My skills related to strategy and marketing are a solid differential
6. I'm a natural leader by example



What about an  
**interview?**



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