

# Ulisses Guimaraes

Ulissesg@Ulibuli.com | 323 377 4640 | Ulibuli.com | LinkedIn.com/in/Ulissesg

## Product Visual Design & Digital Art Direction

Senior visual designer professional with a career that includes experience in product design and digital marketing. Skilled in optimizing user engagement and creating out-of-the-box solutions in first-class web and mobile applications for world-known brands such as NBCUniversal, The Walt Disney Company, FOX Networks, and Samsung.

## Experience

### Senior UI – Visual Designer

Disney | ABC – DTCI

Jul 2018 – Jan 2020

Designed and launched new features, including “Tokens Program”, for DisneyNow apps on mobile, web and TV for both iOS and Android. Catering to the evolving needs of both child and adult users, the products’ experiences followed user-centered design principles (UCD) and included illustrations, motion graphics & sound. Ran quick prototypes and conducted usability tests. Collaborated closely with product managers, engineers and marketing team to develop and implement design assets.

Updated and maintained design libraries using Sketch and Abstract. Established new and simplified master directories, symbols and components for DisneyNow’s design system.

### Art Director, Visual Design

FOX NG | TrueX

Jan 2018 – Feb 2018

Designed ShowRunner app and Fox Genius Interactive Game app concepts and prototypes for Samsung pitch. All visual designs incorporated brand and content integration and delivered optimum user experience.

Created all graphics for pitch decks for unique collaboration with Samsung digital product technology.

### Senior UI – Visual Designer

ChezMana, Inc.

Jan 2017 – Jul 2018

Established UX design of web and mobile applications for ChezMana’s MVP, instituting a user-centered design approach. Drove brand identity and UX vision; created UX workflows, personas and visual language; established visual patterns and developed flexible design system to accommodate future technological demands.

### Art Director, Digital Marketing Creative

NBCUniversal

Apr 2004 – Sep 2017

Led Brand and Visual Design team of up to 12 designers dedicated to creating and producing well-crafted branded digital assets for 40+ shows for NBC.com, NBC mobile apps (NBC, SNL, The Voice), OTT devices and social. Established NBC Digital brand with digital marketing campaigns – CRM email newsletters and digital ads – to drive consumer awareness to SNL 40 app, resulting in 1.4 million downloads in the first three months after launch.

## Skills

A/B, Card Sort, User Testing  
Affinity Diagramming  
Animation/Motion Graphics  
Competitive Analysis  
Information Architecture (IA)  
Interaction Design  
Persona Creation  
Prototyping  
Requirements Definition  
UX & UI Design  
Usability Protocols  
Web Site Analytics  
Wireframes

## Honorable Mentions

### Emmy Nomination

Best Fiction Show Website – The Office

### Nonprofit Co-Founder/Board President/Director of Operations

Trailmixer – OUT Hiking for Our Community, Inc.

### Ovation Awards of Excellence

The Office, The Jay Leno Show websites

## Education

### Academy of Art University

Bachelor of Arts, Interactive Digital Media

## Software

Abstract  
Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator  
Adobe Acrobat  
Atlassian Confluence  
Atlassian Jira  
Keynote  
Microsoft Word  
Microsoft PowerPoint  
Microsoft Excel  
Sketch  
Zeplin