

# LOIZE DALCO

## UX/UI Designer

Amsterdam, The Netherlands

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Portfolio at: [loized.com](http://loized.com)



## Summary

**Designer with a progressive career focusing on branding, user experience, and product development.**

Highly motivated, a results-driven innovator with current experience analyzing the consumer behavior through data.

Consumer-focused developed products and services through data methodologies and frameworks.

Expertise in visual branding design and UI/UX.

## Skills and Tools:

User-centered Design  
Visual Branding  
Information Architecture  
User testing and research  
Prototyping

Adobe Creative Cloud  
Sketch / Invision / Figma / Framer X / Principle  
Data Analysis  
HTML/CSS  
Product Management

## Professional Experience

**Design Coordinator** May 2017 to April 2018

**Starbucks Coffee Company EMEA, Amsterdam, Netherlands**

Supporting the design process by managing the overall operations of the entire design department to ensure that EMEA Design delivers according to key business priorities and company goals and that the Starbucks brand is always maintained.

- Analysis of key areas of design performance and processes.
- Leading strategic planning, outsourcing, and resource management.
- Maintaining databases for design output, monitoring project in/outflow, tracking deadlines, workload, organizing logistics for meetings, training, and other team activities.
- Supporting the store designers; working as a member of the store design team by providing and supporting them, including project and resource management, documentation, report creation, systems, and tools.

**Senior Product Designer and Owner, October 2012 to September 2016**

**The Walt Disney Company, São Paulo, Brazil**

Product management and marketing initiatives, creating product roadmaps and analyzing data of consumer behavior to increase opportunities from the gaps between the company's franchises.

Working as a product designer and owner.

Defined the product assortment for each category and worked in market analysis to find growth opportunities between the company's franchises. Developed on-brand and on-strategy designs to elevate and differentiate products while maintaining function. Participated in global product launches for movies and franchises. Worked in the Food, Health&Beauty, and Toys category.

- Worked closely with multiple stakeholders and third parties to obtain the best optimal requirements for the product.
- Design of products, creating mood boards and brand direction screens for partners;
- Market mapping and consumer trend research.
- Formulation of hypothesis from the customer needs to be aligned with business goals from data analysis and research for all the brands.
- Definition of stories and interactions of products, as the storytelling. Establishment of the acceptance criteria.
- Successfully managed 30 accounts, with internal and external design teams, working on 100 new projects every quarter.
- Received the STAR Award and VoluntEAR Of The Year in 2015 and Thank You Award in 2014.

**Senior Creative, March 2010 to September 2012**

**Redibra Licensing Solutions, São Paulo, Brazil**

Provided approval and promotional materials in one of the leading licensing agencies for companies such as Coca-Cola, FOX, and Cartoon Network.

Formulated and developed sales pitches for many different product categories in order to help the commercial team, and inspire licensees. The leader of the Marketing & Trade Marketing design department, and responsible for the creative design and development of promotional materials for different brands. Experienced in digital marketing (e.g., Email marketing), and in retail marketing (e.g., Promotions, POP materials, and Displays).

- Received Best Performance award in 2010.

## Education

**CODAISSEUR DESIGN ACADEMY**

Amsterdam, NL | User Experience and User Interface Design Academy, 2018

**GENERAL ASSEMBLY**

London, UK | Product Management, 2018

**BUSINESS SCHOOL SAO PAULO**

Brazil | Master of Business Administration in Marketing, 2014

**UNIVERSIDADE ESTADUAL PAULISTA**

São Paulo, Brazil | Bachelor of Arts in Product Design, 2008

**JOÃO MARTINS COUBE**

São Paulo, Brazil | Associate of Arts in Graphic Design, 2007

## Languages

Portuguese	Native	■■■■■■■■■■
English	Fluent	■■■■■■■■■
Spanish	Fluent	■■■■■■■■■
Dutch	Studying	■■■■■■■■■
Japanese	Studying	■■■■■■■■■