

# Gustavo Athayde

Leader Creative Designer

**Senior Visual Designer** with **20+ years of experience in UI/UX design, branding and illustration.** Designing and managing projects for many clients in different industries, focusing on user engagement and brand awareness. Love to **collaborate in multidisciplinary teams**, as a lifelong learner always interested in **management** and the **strategic** aspects of the **business**

## Work Experience

**Visual Designer at Mckinsey** / Sep 2021 - Present date

- Enhanced clarity and impact of reports and presentations creating iconography, mapping and infographics attending 250+ projects
- Managed to capture user needs and goals with user journey illustrations
- Implemented more than 50 consultancy presentation templates aligning with brand guidelines, improving consistency of deliverables

**Hed of Design/Partner at GRAN Tech and Design** / Dec 2018 - Present date

- Managed The Plaza Group 1st UI/UX projects optimizing user experience managing clients branding and visual identities design focusing on meeting the business needs
- Proposed SEO project for The Plaza Group website, improving to 1st rank

**Associate Designer at The Ludic Group, London, UK** / Mar 2011 - Present date

- Designed 20+ user interface projects focused in strategic transformation management programs, engagement campaigns, learning programs and digital solutions in an award-winning international design team
- Provide full stack design service for many of the world's leading Fortune 500 clients, ensuring high-quality and deliverable consistency

**Owner/Head of Design at Gustha Studio** / Mar 2011 - Present Date

- Led 200+ design projects, conceiving strategic communication design solutions boosting brand awareness and customer loyalty, developed unique and memorable branding and visual identities reflecting businesses values
- Creation of 300+ infographics, illustration and rich pictures, enhancing visual content for big companies and small business

**Senior Visual Designer at EICOM Institute** / Nov 2021 - Nov 2022

- Repositioned EICOM's brand into the Phronesis ("practical wisdom") concept, also conducting style guide documentation managing 12 item assets gallery
- Established visual guidelines for 10+ digital transformation and educational programs, accreditation initiatives, engagement campaigns, focusing on lead capture and conversion
- Prepared graphic design project and exhibition stand illustration for institutional events, illustrating EICOM and Commerce Management Certification (CMX) customer journey
- Created frameworks for articles and presentation templates designs enhancing communication processes

## Education

**Illustration: one-year at Instituto Europeo di Design** / Jul 2009 - Jun 2010  
São Paulo, Brasil

**Postgraduate Course in Product Design at UNEB** / Aug 2003 - Apr 2005  
Bahia, Brazil

**Bachelor in Art Education / Graphic Computing at UNIFACS** / Mar 1998 - Nov 2001  
Bahia, Brazil



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## Skills

Visual and User interface design  
Interaction and Experience design  
Branding Management  
Infographics  
Illustration  
Design thinking  
Prototyping  
Typography  
Editorial Design

## Tools

Adobe Creative Cloud  
Figma  
Keynote  
Pen & Paper  
Notion  
Miro

## Languages

Portuguese: Native  
English: Fluent  
Spanish: Basic

## Training

The Interaction Design Foundation  
/ Nov 2022 - present

UX Design Mentorship with Lau Yamazaki / Jul 2021 - Sep 2021

Técnicas avanzadas de ilustración vectorial, Doméstika.com  
/ Aug 2017

Painting Techniques: Watercolor and Gouache / Apr 2012 - Mar 2013

Inking for Illustration and Comics / Feb 2011 - Jun 2011

Infographic Design / Jul 2011 - Oct 2011

Advanced Art Direction, Escola Superior de Propaganda e Marketing - ESPM / Jan 2008