

ANDRÉ BOGDAN



Single - Male
June 14th, 1971
Brazilian

Living in Sao Paulo

UI/UX Expert
Multimedia Art Director
Web and Graphic Designer
Photographer

E-mail
obogdan@gmail.com

Artistic Photos
• <https://www.flickr.com/photos/aloby-obogdan/albums/>
• https://www.facebook.com/andre.bogdan/photos_albums

Corporate
www.aloby.com.br

Cellphone
+55 11 98903-0055

PROFESSIONAL PURPOSE

Multimedia Art Director / Web and Graphic Designer / UI/UX Expert

Multidisciplinary creative professional with over 20 years of experience in art direction, UX/UI design, product design, multimedia systems, corporate communication, and digital marketing. Proven ability to lead user-centered design projects, develop strategic visual solutions, and collaborate across cross-functional teams. Strong background in Design Thinking, problem-solving, and innovation. Adept at aligning digital products with brand and business goals. Proficient in English and open to remote and international collaboration.

CORE COMPETENCIES & PROFESSIONAL QUALIFICATIONS

● Branding & Corporate Identity

Proven expertise in developing and managing brand identity, ensuring consistency across platforms and touchpoints. Experience includes social and cultural branding initiatives and maintaining diverse client portfolios.

● Strategic Communication & Content Development

Skilled in designing and implementing strategic communication plans and content strategies aligned with business goals. Collaborated closely with clients to align messaging, enhance brand visibility, and support marketing campaigns.

● Graphic & Promotional Design

Creation of a wide range of visual assets, including advertisements, brochures, invitations, promotional packaging, and point-of-sale materials, tailored to support marketing events, product launches, and retail experiences.

● Product Launch & Marketing Campaigns

Led creative development and execution of campaigns for new product and service launches, including promotional strategies for national and international markets.

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- **Website & Digital Project Development**

Hands-on experience managing website projects from strategy to launch, including system design, information architecture, UI/UX design, layout, and content maintenance. Managed teams for multimedia and animation integration.

- **Creative Direction & Team Leadership**

Directed multidisciplinary creative teams, including designers, animators, and photographers, ensuring cohesive visual storytelling and high-quality deliverables across channels.

- **Project Management & Coordination**

Over 20 years of experience planning, coordinating, and executing complex projects, including cultural events, exhibitions, trade shows, and integrated marketing initiatives. Skilled in both internal and external stakeholder communication.

- **Production & Supplier Management**

Oversaw supplier relationships, production schedules, and quality control, ensuring efficiency and adherence to deadlines and budgets. Implemented structured workflows for approvals and performance tracking.

- **Client Relationship Management**

Experienced in client prospecting, engagement, and ongoing support. Ability to identify client needs, build long-term relationships, and deliver tailored solutions that support business objectives.

- **Portfolio & Documentation Management**

Maintained complete and well-organized project portfolios and documentation systems, supporting transparency, performance evaluation, and continuous improvement.

- **Post-Production for Photography**

Extensive background in high-end photo editing and post-production processes for professional photographers, ensuring technical precision of printing and visual impact.

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EDUCATION

Mackenzie University – São Paulo, Brazil

Bachelor's Degree in Industrial Design (Product Design and Graphic Communication)
Jan 1993 – Nov 1996

Complementary Courses:

HTML5 / CSS · Social Media · AutoCAD · 3D Modeling · Speech and Communication ·
Photography · Sales and Marketing · Information Architecture · UI/UX Design

COMMUNITY INVOLVEMENT & VOLUNTEERING

Local Action Roosevelt – VIVA O CENTRO (São Paulo, Brazil)

Director of Communication and Publishing

2005 – 2010

- *Led communication strategies and editorial content for NGO focused on urban revitalization of downtown São Paulo.*
- *Supported cross-sector initiatives to improve community engagement and city infrastructure.*

Night Walk Through Downtown São Paulo – Free Walking Tour

Communication, Mailing, and Photography Coordinator

- *Supported one of the five largest sustainable urban tourism initiatives in the Southern Hemisphere (recognized by Stuttgart University – Germany).*
- *Managed outreach, photography, and community communication.*

LANGUAGES

Portuguese *fluent* / English *fluent* / Spanish *basic*

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INTERNATIONAL EXPERIENCE

Language Studies International (LSI) – London, United Kingdom

Nov – Dec 1998

- Completed advanced English course at LSI London.
- Conducted institutional analysis of LSI as a potential partner for Central Exchange (student exchange program bureau).

SKILLS

- UI/UX Design
- Product Design
- Information Architecture
- Animation Coordination
- Marketing Strategy
- Web Design
- Photography
- Usability Testing
- HTML5
- Corporate Identity Management
- Graphic Design
- Post Production
- Brand Design
- Mobile App Development
- Content Distribution Strategy

TECHNICAL SKILLS & TOOLS

Operating Systems: macOS, Windows

Design & Publishing: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects), QuarkXPress, CorelDRAW

Office & Productivity: Microsoft Office Suite, Google Workspace

Web & Digital: HTML5, CSS, UI/UX Tools, Content Management Systems

presentation

Multidisciplinary professional with over 20 years of experience in multimedia art direction, systems design, photography, UI/UX design, product design, marketing, and corporate communication. Demonstrates strong problem-solving skills, a proactive mindset, and a collaborative approach to teamwork. Committed to delivering effective, human-centered solutions through creativity and strategy.

Deeply influenced by Design Thinking methodologies, with a career shaped by continuous learning in areas such as empathy, collaboration, community, and innovation. Throughout professional experiences, has absorbed a wide range of knowledge and practices that enhanced both creative output and strategic vision.

Recognized for a high level of dedication to projects, attention to detail, and the ability to connect cross-functional teams around common goals. Skilled in leading visual design initiatives, enhancing user experiences, and aligning digital products with brand and business objectives.

Possesses a proficient level of English, with strong reading and comprehension skills and the ability to engage in professional conversations. Open to opportunities for collaboration and available for interviews or informal introductions.

Brazilian Ministry of Health

Project Date: 2015

Systems Development – Usability and Information Architecture
Developed navigation and usability structure for a system supporting over 1,000 entities within the Brazilian Indigenous Health System. Responsible for system flow, layout planning, and structuring of complex information hierarchies.



2. Caracterização do DSEI

Edição - Meios de Transporte para acesso dos povos indígenas aos serviços de saúde

Polo Base

Kariri-Xokó

Atividade de Origem: Desativado Cidade | Município de Alameda do Espírito Santo: Porto Real do Colégio

UBSI

Aldeia Destino | Selecionar opção

Tipo de Transporte e Duração da Viagem (em horas)

☐ Rodoviário ☐ Fluvial ☒ Aéreo ☐ Outro

horas | horas | 3 horas | horas

Polo Base

Destino | Alameda | Município | Selecionar opção

Tipo de Transporte e Duração da Viagem (em horas)

☐ Rodoviário ☐ Fluvial ☒ Aéreo ☐ Outro

horas | horas | 3 horas | horas

CASA

Destino | Alameda | Município | Selecionar opção

Tipo de Transporte e Duração da Viagem (em horas)

☐ Rodoviário ☐ Fluvial ☒ Aéreo ☐ Outro

horas | horas | 3 horas | horas

Média e Alta Complexidade

Município Destino | Selecionar opção

Tipo de Transporte e Duração da Viagem (em horas)

☐ Rodoviário ☐ Fluvial ☒ Aéreo ☐ Outro

horas | horas | 3 horas | horas

Kariri-Xokó

Atividade de Origem: Kariri-Xokó | Município de Alameda do Espírito Santo: Porto Real do Colégio

UBSI

Aldeia Destino | Selecionar opção

Tipo de Transporte e Duração da Viagem (em horas)

☐ Rodoviário ☐ Fluvial ☒ Aéreo ☐ Outro

horas | horas | 3 horas | horas

CASA

4. Análise situacional

Tela discursiva | 4.1 - Indicadores | 4.2 - Principais resultados

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Technologies and systems design for financial area

april 2023 / may 2024

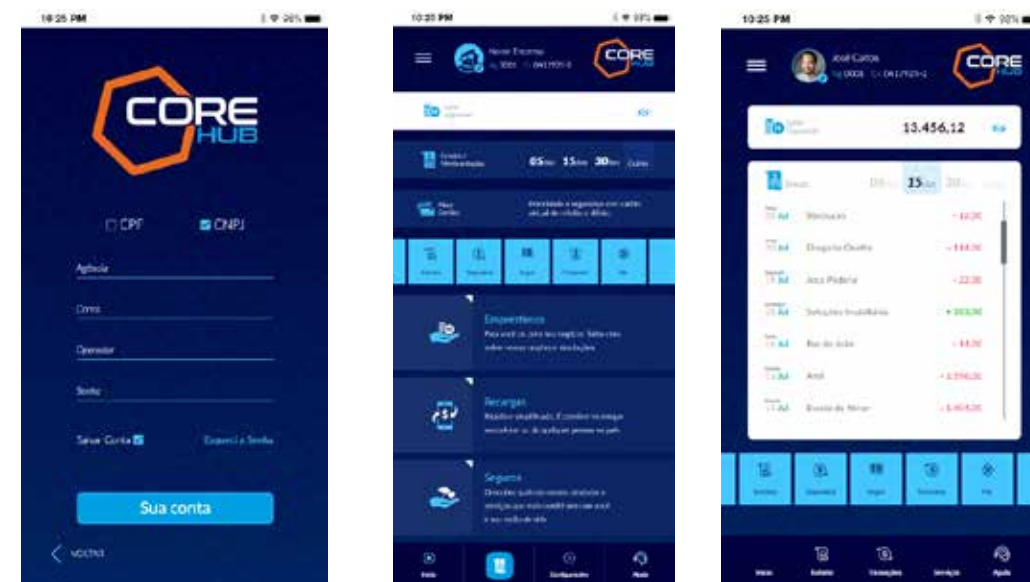
Design for Financial Systems – UI/UX, Branding, and Communication

Led design efforts for financial web and mobile applications, including usability, user interface, and information architecture.

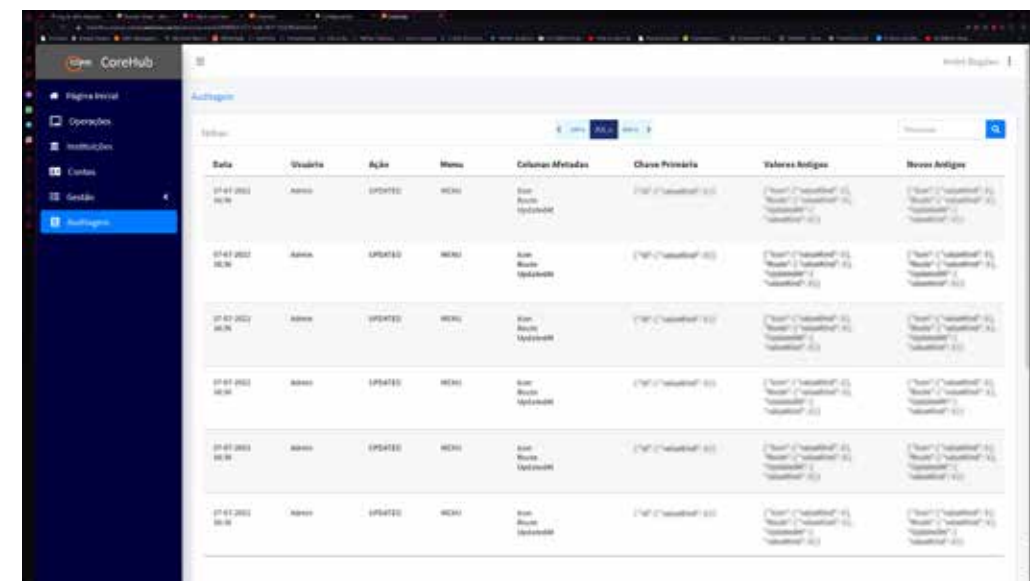


Created branding, marketing materials, and full design systems for financial platforms, including payment gateways and BaaS (Banking as a Service) web platforms.

Mobile App



Design/Layout BaaS - web platform





Systems design for financial sector

february 2021 / april 2023

Design for Financial Systems – UI/UX, Branding, and Communication

Designed and implemented user experiences for financial applications, covering mobile and web interfaces.



Mobile App



Managed branding, marketing integration, and visual identity for fintech products, with a focus on financial transaction systems and payment interfaces.



Brand Design and Front-end for Whitelabel platform

Led the design and development of a secure and scalable financial integration platform. The solution includes a complete Front-End (iOS and Android), adaptable Middleware, and a transaction-ready Back-End, delivering a robust omnichannel payment system.



This cloud-based platform enables institutions from any industry to offer digital payment solutions to clients and employees.

Key differentiator: allows full API integration with any payment institution, providing maximum flexibility based on specific client needs.

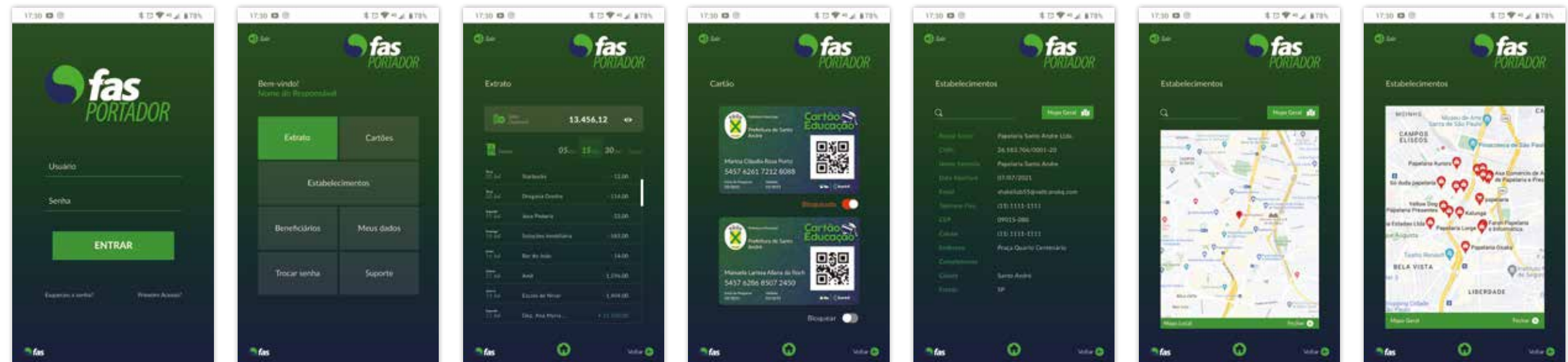
App and Brand Design for Social Coin platform

Alternative Currencies Ecosystem

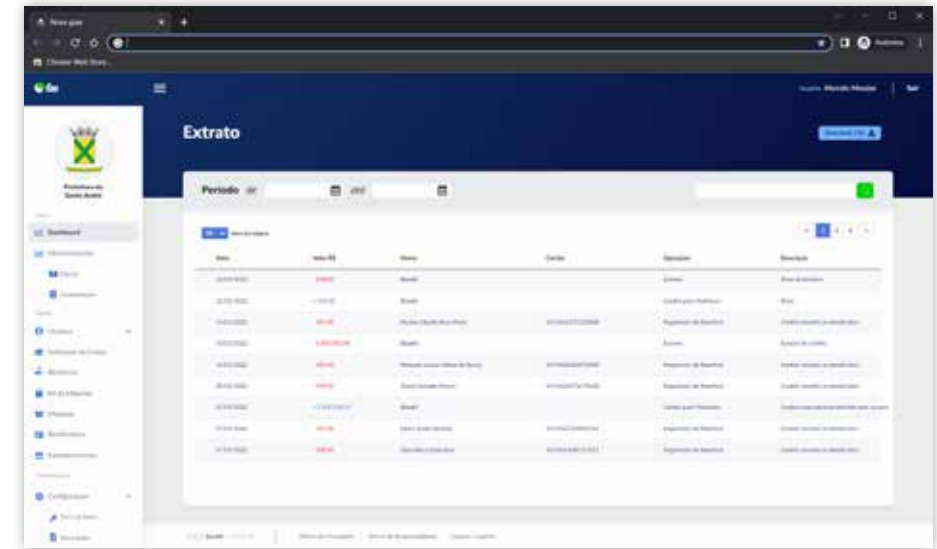
Developed a full-service digital platform (Back-End and Front-End) to support municipal student programs through the use of local alternative currencies. Responsible for brand identity, user interface, and complete system design for mobile (iOS and Android) and web. Platform features include tools for managing subsidies for school material purchases and other social benefits, aimed at improving educational engagement through technology-driven solutions.

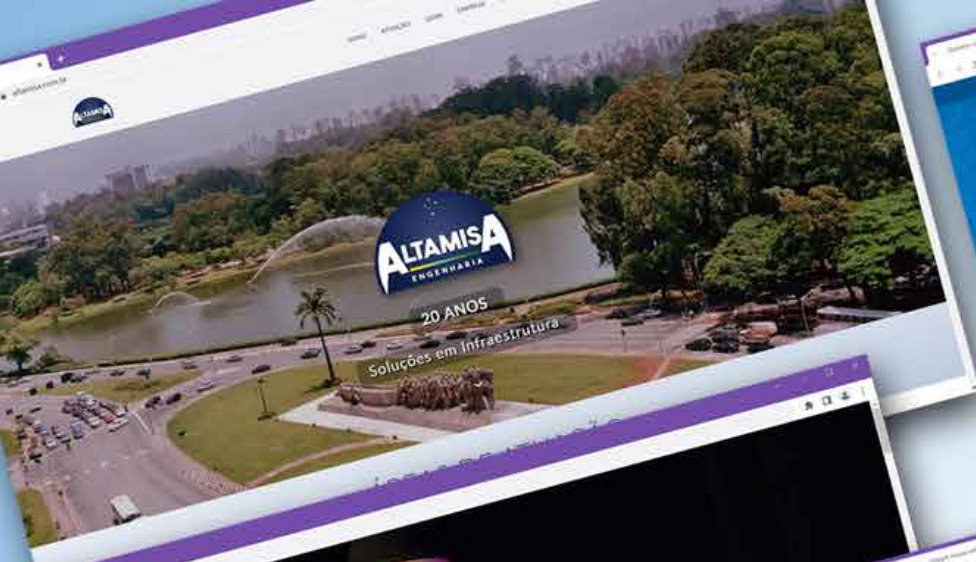


Mobile App



Full control web platform





graphic design

See: <https://www.aloby.com.br/corp.html>
<https://www.aloby.com.br/cult.html>



Web Portal for events, concerts, bands, agents, and promoters. This concept is the result of over six years of research in the entertainment market.



- Largest concert search portal for music entertainment fans.



- The channel where musicians and bands will do their own self promotion.



- A release center and tool for producers and record labels.



- A buying tickets guide.



- Entertainment industry business enabler.

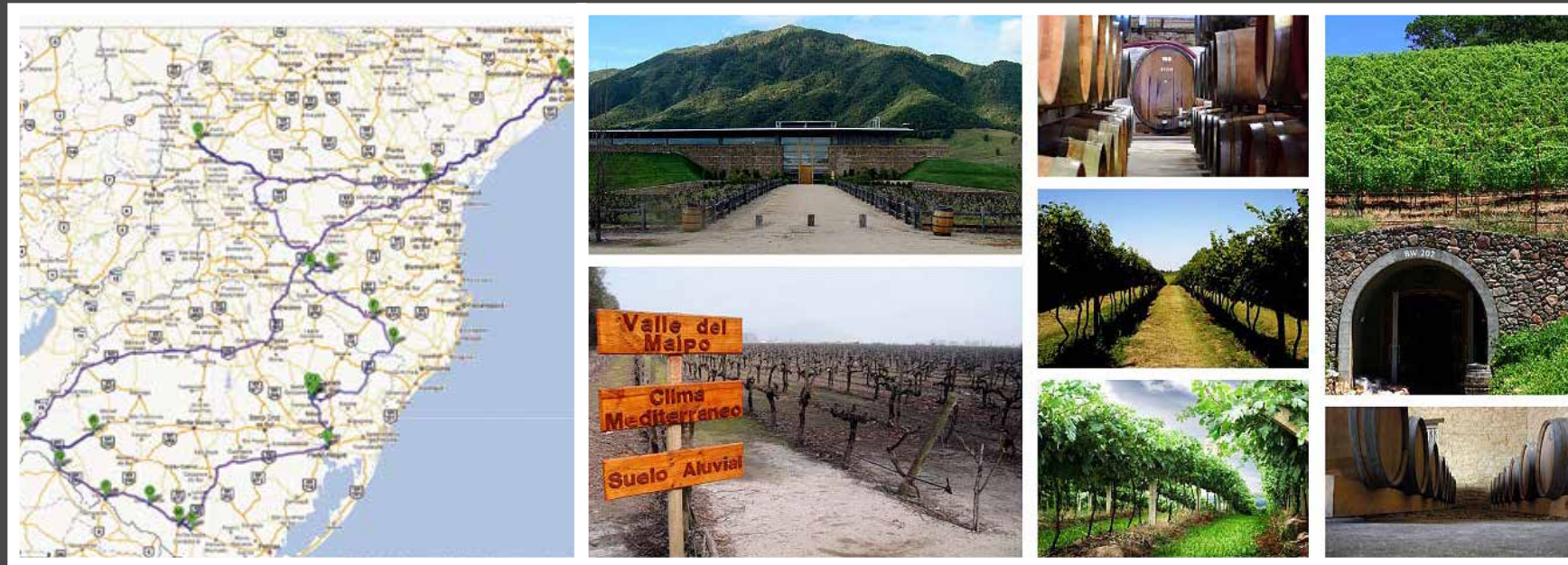


- Searcher and provider business opportunities.



BI platform portal project (Business Intelligence) designed to provide metrics and statistics for B2B and B2C business, and opportunities in the entertainment industry.

Comprehensive project for mapping and cataloguing grape production in southern Brazil, with the goal of supporting the thesis “The History of Viticulture in Brazil.”



viticulture
& oenology

Objective – Content generation: To identify, update, and catalogue the influences of viticulture, gathering the greatest possible volume of historical, technical, touristic, cultural, and commercial information.

It will provide access to healthy and low-cost food through a mobile application.

Based on a database of collective production, it aims to promote urban and/or family farming.

Working with geolocation and logistics also presents a unique opportunity to apply various social transformation models—either already proposed or implemented.



APP

The objective is to create interconnection between producers and regionally based transporters, making products available to nearby households and resale points.

- Social and economic integration between producers, transporters, and resellers through geolocation.
- Facilitates the redirection of surplus production through bartering, exchanges, or sales.
- Enables product exchange between gardens and collective farming operations.
- Allows for product contingency and stock management.
- Supports the development of collective warehouses or cooperatives.
- Assists in the distribution and commercialization of goods to markets, restaurants, schools, associations, and other institutions.



Project for economic and logistical integration focused on urban food production systems.







theatre





fairs

