



Fabio Da Cruz

Product and Visual Designer



Summary

Product and Visual Designer (UX/UI) from Switzerland – with roots in **graphic design**, crafting **digital experiences** for **brands** and **products** along with other creatives for over seven years. Specialized in **user interface**, **user experience**, **branding & identity**, **visual language**, **design systems** and **art direction**.

Senior (9 years)
Experience

5th June 1987
Born

Switzerland
Nationality

+41

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@

hello(at)fdacruz.design

www

fdacruz.design

Profile

Extensive knowledge in UI design and design systems, solid expertise in creating complex visual language

Experience in Design Thinking framework with an open and analytical mindset to try solutions

Autonomously conducting UX research methods into practice with the ability to facilitate and lead workshops

Proficiency in working cross-functionally (design sprints), building strong relationships with related disciplines

Professional Experience

General Motors
Senior Interface Designer
Zürich, Switzerland
Aug. 2023 – Present

TX Group AG
Senior Product Designer
Zürich, Switzerland
Nov. 2021 – May 2023

TX Group AG
Senior Product Designer
Belgrade, Serbia
Apr. 2021 – Oct. 2021

Brave Bison
Product Designer
London, UK
Dec. 2017 – Dec. 2018

Design thought leader shaping scalable global digital experiences across retail, in-vehicle, web, mobile, and wearable interfaces.

Leading the build-out of the new design system, as well as the new visual language for Switzerland's leading online job portals *Jobs.ch* and *Jobup.ch* (B2C).

Initiated the first design system for the platform *jobcloud.ai*, a Swiss leading platform for recruiters (B2B). Led the build-out of the new design language.

Conceptualized client projects with brands in fashion, cosmetics, retail and services for e-commerce products using Magento solutions.

Brave Bison
Senior Lead Designer
London, UK
Jan. 2019 – Mar. 2021

Unibrand Communications
Digital Designer
Belgrade, Serbia
Nov. 2017 – Mar. 2017

Kristina Dam Studio
Junior Digital Designer
Copenhagen, Denmark
Jul. 2016 – Feb. 2017

Led and developed client and in-house projects in e-commerce by providing expertise in branding, graphic design, interfaces and mobile design.

Conceptualized and rendered all digital assets for high level clients. Worked with brands to create or optimize their brand and digital strategy.

Designed all graphic assets for the seasonal collections (SS/AW) in 2016 and 2017. Art direction and rendering of all digital and print material.

Education

BA in Visual Communication
HEAD - Genève
Geneva, Switzerland
2012 – 2015

Erasmus Exchange program
KADK
Copenhagen, Denmark
2014

Baccalaureate in Fine Arts
ERACOM
Lausanne, Switzerland
2008 – 2012

Vocational Baccalaureate
ERACOM
Lausanne, Switzerland
2008 – 2012

Graphic and Media Design
Specialization

Visual Design & Interaction
department

Interaction Media Design
Specialization

Fine Arts Specialization

A Schreinerstrasse 64, (CH) 8004 Zürich



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Language proficiency

French, Portuguese
Native/ bilingual

English
Full professional

German, Spanish
Limited professional

+41

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Skills

Industry Knowledge
Technical proficiency

User Interface, User Experience, Design Systems, Visual language, Mobile Design, Icon Design, Graphic Design, Typography, Art Direction, Wireframing, Design Sprints, Brainstorming, UX Research, UX Workshops, Usability Testing, User Personas, A/B Testing, User Interviews, User-centered Design, Responsive Design, Design Thinking, Branding, Corporate Identity, Digital Strategy, Editorial Design, Print Design, Photography, No-Code Tools

Tools & Technologies
Software proficiency

Figma, Sketch app, Adobe XD, Invision, Zeplin, Zeroheight, Miro, Wordpress, Webflow, Squarespace, Magento, Shopify, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Premiere Pro, Adobe After Effects, Adobe Lightroom, Principle, ProtoPie, Cinema 4D, Airtable, Slack, Confluence, Jira, Trello, Microsoft 365 (enterprise), Google Workspace, Skype, Zoom

Volunteering & Interests

Designer
Collectif 1m83 Art
Geneva, Switzerland
Jun. 2019 - Present

Inviting contemporary photographers to exhibit their work in public spaces

Student Researcher
Art School Differencies
Zurich, Switzerland
Nov. 2014 – Mar. 2016

Researching Inequalities and Normativities in the field of Art Education

Chief Scout President
Brigade scout de Lavaux
Lavaux, Switzerland
Nov. 2010 - Nov. 2013

Educational coaching and raising funds for activities for around 100 children

**Running
Cycling
Hiking**
Sport activities

**Design & Technologies
Photography**
Leisure activities

Awards & Special Mentions

Tous à Chaumont!
Graphic Design Festival
Chaumont, France
2015

Selected project in the student exhibition

Bicentenary of Geneva
Geneva Government
Geneva, Switzerland
2013

Winner of the competition for the official website

"Provocation"
La Manufacture
Lausanne, Switzerland
2013

Winner of the competition for the theater play

Award of Excellence
ERACOM
Lausanne, Switzerland
2012

Price for best results in theory and practice

Nb

References are available upon request