

GABRIEL VALERIO ALVES

Brand & UI/UX Designer

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PROFESSIONAL SUMMARY

Brand and UI/UX Designer experienced in websites, landing pages, e-commerce journeys and brand ecosystems. Skilled in user flows, wireframing, prototyping, usability and accessibility principles. Combines a visual design background with knowledge of AI, software architecture and digital product development.

CORE SKILLS

UI/UX: user flows, wireframing, prototyping, information architecture, responsive and interaction design.
Research and strategy: journey mapping, usability testing, personas, behavioral analysis and Design Thinking.
Digital products: websites, landing pages, e-commerce, Design Systems, SEO and Google Analytics.
Tools: Figma, Adobe Creative Cloud, Canva, SketchUp, SolidWorks, AutoCAD and AI tools.
Collaboration: cross-functional teams, developer handoff, stakeholder alignment and agile workflows.

PROFESSIONAL EXPERIENCE

REVELO | Apr 2025 – Present

AI Code Labeler & Reviewer | Remote

Evaluate language model outputs across code generation and response quality, focusing on commerce and e-commerce workflows. Review code for correctness, successful execution and alignment with requirements. Conduct quality audits, identify edge cases and provide feedback to improve training data.

GABRE STUDIO | Oct 2020 – Present

Product, Brand & UI/UX Designer | Remote, Brazil

Lead end-to-end design projects connecting brand strategy and digital experiences. Create user flows, wireframes, prototypes, websites and landing pages in Figma. Design physical and digital touchpoints, including packaging. Manage client communication, presentations and stakeholder alignment.

MOBELLO MÓVEIS | Mar 2024 – Mar 2026

UX Designer & E-commerce Specialist | Rio Negrinho, Brazil

Improved e-commerce experiences and product presentation through layout optimization, SEO and keyword research. Managed product information and digital catalogs. Collaborated with Marketing and Operations on website navigation and instructional content.

PROFESSIONAL EXPERIENCE

BATTISTELLA | Oct 2020 – Jul 2023

Experience & Communication Analyst | Rio Negrinho, Brazil

Mapped internal user journeys and collected feedback through surveys and focus groups. Identified friction and improvements in employee experiences and communication platforms. Supported onboarding and engagement measurement.

DOSUL DIGITAL | Jul 2018 – Feb 2019

UI/UX & Social Media Analyst | São Bento do Sul, Brazil

Designed website and mobile application layouts. Collaborated with developers and customer-facing teams to translate feedback into improvements. Focused on navigation, visual hierarchy and intuitive user experiences.

ENGINEERING & ARCHITECTURE OFFICE | Jan 2014 – Jun 2016

Architectural Draftsperson | Rio Negrinho, Brazil

Created technical drawings, 3D models and visual presentations with CAD tools. Collaborated with engineers and clients, developing spatial and product design foundations.

EDUCATION

Postgraduate studies in Design Thinking & UI/UX Design | Univille | 2026 – In progress

Postgraduate studies in Software Architecture | Full Stack Club / Anhanguera | 2026 – In progress

Bachelor's degree in Graphic and Product Design | Universidade do Contestado | 2014 – 2018

Empretec — Administration & Business | SEBRAE | 2016

LANGUAGES

Portuguese: native · English: full professional proficiency · French: elementary