Nich Pereira,
Senior Product Designer @ Catalog Studios

Website ↗   Email ↗   (416) 624-0683 ↗

Professional Experience

Sr. Product Designer
Catalog Studios

March 2020 - Present

- Specialize in designing and prototyping 0-1 product experiences and features for small-to-medium, venture-backed companies.
- Collaborate closely with product, engineering, and marketing stakeholders to align designs with business objectives and maximize user engagement.
- Deliver rapid, high-quality design solutions across product, branding, graphic, marketing, and web design domains.
- Continuously learn and develop skills to stay updated with industry trends and tools.
- Contribute to a dynamic team environment and drive success through innovative design solutions.

Designer & Developer
Freelance

April 2019 - March 2020

- Designed and developed an MVP mobile app for a Supply Chain and Logistics company, optimizing user experience and functionality.
- Led branding identity initiatives, ensuring cohesive and impactful visual representation across platforms. Created fully responsive websites to enhance user engagement and accessibility across devices.

Art Director
Skrumble

May 2016 - April 2019

- Spearheaded the company's rebranding initiative and the launch of a new business line.
- Collaborated with cross-functional teams in marketing and development to create a comprehensive suite of assets, including website and mobile app designs.

Education

OCAD University

Sep 2012 - May 2016

Bachelor of Design, BDes
Major in Advertising,
Minor in Wearable Technology

Skills

- Product Design
- Web Design
- Visual Design
- Branding
- Interaction Design
- Storyboarding
- Wireframing
- Animation
- HTML/CSS
- Javascript
- Next.js/React.js
- Framer Motion