



HUGO VITORELO IIZUKA

DESIGN LEAD | PRODUCT AND GRAPHIC DESIGN
DESIGN SYSTEM | DESIGN OPS

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CORE COMPETENCIES

GRAPHIC DESIGN
PRODUCT DESIGN
TEAM LEADERSHIP
DESIGN OPS
DESIGN SYSTEMS
PROJECT MANAGEMENT
ART DIRECTION
PROCESS AUTOMATION
BRANDING
STRATEGIC PLANNING

TOOLS

FIGMA
ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR
ADOBE INDESIGN
ADOBE PREMIERE
ADOBE AFTER EFFECTS
JIRA
ASANA
CLICKUP
MIRO

LANGUAGES

PORTUGUESE — NATIVE
ENGLISH — PROFESSIONAL

HUGOVIIZ.COM

PROFESSIONAL SUMMARY

Product Design Lead with 7+ years of experience in Graphic Design, Digital Design, and Product Design. Proven track record of career growth from Graphic Designer to Art Director and subsequently Design Coordinator across multinational companies, agencies, and product teams. Experienced in team leadership, Design Systems, process optimization, workflow automation, and cross-functional collaboration with business, marketing, content, and operations teams. Strong ability to connect business goals, user experience, and operational efficiency to drive productivity, consistency, and scalable design solutions.

PROFESSIONAL EXPERIENCE

■ PRODUCT DESIGN COORDINATOR Grupo Permaneo 2024 - 2026

Graphic Designer (2024-2024)

Design Coordinator (2024-2026)

- Led a team of 3 designers, overseeing project planning and delivery.
- Reduced project execution time by 21% through the implementation of Design Systems, workflow automation, and standardized briefing processes.
- Increased team productivity without increasing workload.
- Implemented a ticket-based request management process using Jira, improving prioritization and project visibility.
- Established Design Systems and operational standards to improve consistency and scalability.
- Streamlined collaboration between Design, Content, Marketing, and Operations teams, eliminating workflow bottlenecks.

■ ART DIRECTOR | GRAPHIC DESIGNER Wiper 2020 - 2024

Graphic Designer (2020-2022)

Art Director (2022-2024)

- Led creative projects across branding, and digital communication initiatives.
- Developed visual identities and communication for clients across multiple industries.
- Ensured creative quality and visual consistency across deliverables.
- Mentored and guided designers throughout project execution.
- Presented creative concepts and strategic solutions to clients and stakeholders.

■ GRAPHIC DESIGNER Escola Eugenio Montale 2020 - 2021

- Developed institutional communication materials and marketing campaigns.
- Created digital and print assets aligned with the school's visual identity.

■ GRAPHIC DESIGN INTERN Danone 2018 - 2019

- Created and adapted visual materials for corporate communication initiatives.
- Supported marketing and design teams in internal and external campaigns.
- Assisted in the development of graphic assets for multiple communication channels.

EDUCATION

Postgraduate Degree in Product Design 2020 - 2021

IED - Istituto Europeo di Design

Bachelor's Degree in Graphic and Digital Design 2017 - 2019

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