



Douglas Rocha

UX/UI DESIGNER / ART DIRECTOR

5 years+

18 years+



Bio

I was born in Brazil, but the heat is definitely not my forte.

I am a gamer, tech fan, devoted dad and husband, capoeira instructor, sportsman, vegan, romantic and cheesy sometimes, crazy about music from the 70's, open to new ideas, connected to the world, and huge fan of movies.
I'm an ex-nerd and now geek.



Contact

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Education

Degree in advertising and marketing
Anhembi Morumbi - Brazil - 2000/2004
UX design
Interaction design found. - 2020/2022
Languages
Portuguese | English | French | Spanish



Awards

Short list - **Clube de criação São Paulo**
Short list - **Cannes Lions**
Gold - **Prix Empreintes**
Grand prix - **Stratégie de l'innovation**
2 Bronze - **Stratégie de l'innovation**



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<https://www.douglasrocha.com>



<https://www.instagram.com/artdirewriters/>



Work experience

UX/UI designer

Orange OBS | Paris | 04/2022



As a UX designer, I work on projects using **design thinking methods**, always looking for **customer-centric design, social sustainability, inclusion, and disruptive ideas**.

As a UI designer, I intervene in the design process by working on **prototypes**, using different tools such as **Sketch, Figma, Adobe XD, Fig jam, Klaxoon, adobe package**, etc, in order to provide high-quality products working in parallel with the PO and the dev team.

Creative director / UX/UI designer

We group | Bordeaux | Toulouse | Lille | 05/2021 | 12/2021



Helping brands to connect with its customers through **digital activations, disruptive ideas, redesign and creation of new visual identities**.

Creative director / UX/UI designer

McCann | Paris | NY | London | 12/2018 | 08/2020



Helping brands to establish a meaningful relationship with its customers and Pharma labels to connect with HCPs and patients through **customer-centric design, digital activations, disruptive ideas, inclusion and social sustainability, support for brands in the digital transformation, graphic design of digital and print communication media, Innovation and decision making**.

Creative freelance 360° / UX/UI designer

Publicis | Havas | Paris | 02/2018 | 12/2018



Freelancing as a creative art director / writer / designer for several agencies, working on 360 campaigns and client's pitch.

Senior creative 360° / UI designer

Ogilvy | Paris | 08/2016 | 02/2018



Senior creative, UI designer, helping to develop digital campaigns using **data insights, customer centricity, and digital activations**.

Senior creative

Havas Health | Paris | 09/2015 | 07/2016



Creative / strategist, working on redesign and creation of visual identities **web, print graphic design, and motion design**.

Senior creative 360°

Grey | Paris | 01/2014 | 01/2015



Senior creative art director on **360° campaigns and digital activations**.

Creative 360°

TBWA | São Paulo | Berlin | Paris | 02/2004 | 08/2013



Creative art director working on **360° campaigns web, print and TV + digital activations** for several international clients.