



# Pietro Silva Amaral Botelho

Brazilian, 41 years old, married.  
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## SKILLS

- English ★★★★★
- Spanish ★★★★★
- German ★★☆☆☆
- Word ★★★★★☆
- Xcell ★★☆☆☆
- PowerPoint ★★★★★
- Keynote ★★★★★
- Maya 3D ★★☆☆☆
- Adobe PhotoShop ★★★★★
- Adobe InDesign ★★★★★☆
- Adobe Illustrator ★★★★★
- Figma ★★★★★☆
- Sprinklr (Listening) ★★★★★☆
- Google Analytics ★★★★★☆
- Google Adwords ★★★★★☆
- Facebook Ads ★★★★★☆

## GRADUATION

- Faculdade Cásper Líbero  
Propaganda and Marketing
- Universidade Mackenzie  
Product Design
- Faculdade Belas Artes  
UX Design
- Mergo UX school  
UX Writing
- MBA USP/ESALQ  
Digital Business  
Jan to Dec 2021



## APTITUDES

I have more than twenty years in communication, creating and producing the most varied pieces of communication for clients of all sizes. I headed teams working for major brands such as Odebrecht, Ford, Yachtsman, TOTVS Group (TI), Estácio Colleges - and for the New York and Las Vegas tourism agencies. As an entrepreneur, I have built, inaugurated and managed my own hostel in the city of São Paulo. After so many years working with communication and design, I plunged into technology, because I understand usability is the natural evolution of both. This way I could drive all my previous knowledge to the user experience.

3d modeling hard surface  
Product design  
Social Media  
UX design  
UX Writing  
Digital marketing  
UI



## PROFESSIONAL CAREER

- DNAA Promoções e Eventos**  
PLANNER  
Creating concepts and visuals for São Paulo's real estate market.  
from 04/2010 to 05/2012.
- Giramondo Hostel**  
FOUNDER  
Managing from the construction to the communication of a traveller's hostel in SP.  
from 05/2012 to 06/2016.
- Elite Magazine**  
CONTENT MANAGER  
Creating online interest for a magazine focused in the Brazilian luxury market.  
from 06/2017 to december 2020
- Interamerican Network**  
DIGITAL MANAGER  
From influencers relationship to online media.  
from 05/2018 to 05/2020
- UX Freelancer**  
UX design, writing and research for big companies interested in solving usability issues.  
from 03/2021 to 07/2021
- Sioux Digital**  
UX/UI DESIGNER  
Achieving digital goals through research, concepts and storytelling.  
from 03/2021 to now.
- Mooven Consulting**  
UX Writer  
Studying business goals and client's wishes to create better experiences.  
from 05/2022 to now