



**ULISSES
GUIMARÃES**

EXPERIENCE DESIGN & DIGITAL MARKETING

323 377 4640 • ULISSESG@ULIBULI.COM • ULIBULI.COM

I am an innovative
Director of Experience
Design and Digital
Marketing with over
a decade of
firsthand experience
in advertising and
entertainment.
I spearhead visual
design, user experience
and interface solutions
(UX/UI) using effective,
outside-of-the box
branding strategies
for digital platforms,
mobile apps, games
and social media.

CAREER EXPERIENCE

Visual Design Consultant

UI/UX, Brand & Digital Marketing Creative • Los Angeles, California

Disney | ABC - DTCI

July 2018 - Present

- Execute design stages – from concept to hand-off – of brand-new features for *DisneyNow* app. Update UI per evolving needs and requirements, based on user test results.
- Regularly collaborate with multiple teams including Product Content Management Team and Engineering Team to deliver optimal user experience.

FOX Networks Group | TrueX

January 2018 - February 2018

- Developed *ShowRunner* app and *Fox Genius Interactive Game* app concept and prototype for Samsung pitch, illustrating flow, interface and client content integration
- Created all graphics for pitch decks proposing a unique collaboration with Samsung digital product technology

Art Director, Digital Marketing Design

NBCUniversal • Los Angeles, California • April 2004 - September 2017

Lead Brand & Visual Design

- 40+ shows for NBC.com, NBC mobile apps (NBC, SNL, The Voice), devices, social and digital platforms (Roku, Xbox, AppleTV, Netflix, Amazon Fire TV)
- Tactics to establish and elevate NBC Digital brand and show awareness on various platforms and devices, reaching consumers anytime, anywhere

Marketing Campaigns

- NBC App campaign showcasing top-tier shows from the NBC portfolio: *This Is Us*, *Hairspray Live!*, and *The Good Place*, for A/B testing on digital and social platforms
- CRM email marketing campaigns for shows, platforms and apps with A/B testing and dynamic analytics
- Blindspot's *Tattoo Yourself* app and *National Tattoo Day* launch campaign. *Blindspot* premiered as #1 drama on network television in its time slot.
- Campaign to drive consumer awareness to SNL 40 App, resulting in 1.4 million downloads in the first three months of its launch

Team Building and Process Lead

- Built and managed digital team dedicated to creative asset production and distribution, responsible for high volume of well-crafted, branded digital assets for current and emerging platforms
- Establish and develop bi-coastal team structure, strategies and processes to facilitate communication and workflow within multiple NBC Entertainment digital design teams
- Mentor key team members to promote ownership, creative performance and develop managerial skills



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AWARDS AND AFFILIATIONS

- Emmy Nomination: Best Fiction Show Website – The Office
- Ovation Awards of Excellence - The Office, The Jay Leno Show websites
- NBCUniversal Toastmasters Club: VP of Education & Sergeant-at-Arms

SOFTWARE

- Sketch, Zeplin, Jira, Confluence, Adobe CC 2019 (Photoshop, InDesign, Illustrator, Acrobat, After Effects, Premiere, Audition), Microsoft Office (PowerPoint, Word, Excel)

EDUCATION

Academy of Art University • Bachelor of Arts, Interactive Digital Media

LANGUAGES

- Portuguese, Spanish, French