

FABIO MICHELAN | 07/27/1985

Fabio michelan

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CAREER OBJECTIVES

Design, Digital and Product Development.

PROFILE

Design professional with more than ten years of experience in areas such as Visual Design, Marketing Design, Digital Design, UI, UX, Web Design, Graphic Design and Product Design, working both in team management and production.

I work as the Design team Coordinator at Copag, the leading gaming company in Brazil, part of the Cartamundi group, a Belgian multinational, the largest gaming group in the world. I am also responsible for the Digital and Product Development areas of the company. I was the winner of the Copag's Employer Award in 2012, 2013 and 2016, an award given to the best collaborators of each year.

I am used to the corporate environment and I work with digital projects since the beginning of my career, when I founded Oh! Comunicação, a Digital Marketing company, with 4 other partners. Shortly before, I made quick passes through the agencies McCann Erickson, Gray and Publicis São Paulo in the Creative areas, as part of a professional experience program organized by ESPM University.

I am the author and I write to www.diretoresdearte.com.br, the largest Brazilian website specialized in Art Direction.

PROFESSIONAL EXPERIENCE

Coordinator - Design, Digital and Product Development

Copag da Amazônia S/A

03/2013 - Presente

Three main roles at Copag:

1. Design

- Responsible for the Design area with internal team management, partner companies and annual Budget control;
- Visual Design, UI and UX for apps, digital interaction products, websites and systems;
- Product Design with more than twenty annual releases, both physical and digital games, components and accessories;
- Planning, creation, production and approval of branding and products communication materials;
- Creation of Marketing actions and campaigns, and business support for other areas of the company;
- Participation in the development of the Copag's Idea Program, Innovation and Technology Lectures and Workshops;
- User, consumer and market research, direct relationship with customers, suppliers and partners.

2. Digital

- Responsible for the Digital area with the management of partner companies and annual Budget control;
- Coordination of projects, campaigns, new business and brand management in the digital environment.

3. Product Development

- Planning, execution and analysis of the annual Product Development plan;
- Work with licensed brands such as Disney, Pixar, Marvel, Star Wars, Warner Bros. and Cartoon Network.

Analyst - Design and Digital

Copag da Amazônia S/A

04/2011 - 03/2013

- Composition of the Design and Digital areas, with internal team formation and partner companies definition;
- Follow-up on Visual Design, UI and UX of Copag's e-commerce.

Designer

Copag da Amazônia S/A

10/2008 - 04/2011

- Maintenance and updating of the company's visual identity, creation of communication materials and Product Design.

Creative Analyst

Copag da Amazônia S/A

08/2008 - 10/2008

- Creation of digital and printed communication materials.

Founding Partner

Oh! Comunicação

10/2006 - 07/2008

- Startup foundation with four other partners;
- Elaboration, decision of the company guidelines and prospecting of clients;
- Design and maintenance of websites, content generation and digital consulting;
- Creative planning, production and approvals.



EDUCATION

University of California San Diego

Specialization in Interaction Design
07/2018 - 09/2018

Escola Superior de Propaganda e Marketing

Master in Marketing
01/2010 - 12/2011

Bachelor in Social Communication focused in Advertising and Marketing
01/2004 - 12/2007



OTHER LANGUAGES

English (Cultura Inglesa)

Proficiency in English language

Spanish

Intermediate reading, writing and conversation



ADDITIONAL SKILLS

- Adobe: After Effects, Bridge, Dreamweaver, Illustrator, InDesign, Photoshop, Premiere and XD;
- iWork and Microsoft: Keynote, Numbers, Pages, Excel, Outlook, PowerPoint, Project and Word;
- Others: Sketch, InVision, Zeplin, Principle, CorelDRAW, WordPress, Flurry, Google Analytics, among others.



INTERVIEWS AND TALKS

Guest book interviewer

Game Design Book: Modelos de Negócio e Processos Criativos, de Vicente Martin Mastrocola, 2015
• Interview theme: The importance of licensing in Game Design.

Guest speaker

Criatividade Conectada
12/2015

- Talk theme: The Game Design applied to other fields of creativity.
- Discussion panel with the participation of Marcio Ballas, Bruno Romano, Bel Pesce, among others.

Pixel Show, Latin America's biggest event of art and creativity
10/2015

- Talk theme: Do analog games still have room in an increasingly digital world?
- Discussion panel with the participation of Vince Vader, Mauro Berimbau, Renato Sasdelli and Fabio Tola.

Academic guest

Faculdade Cásper Líbero, Universidade Anhembi Morumbi and Escola Superior de Propaganda e Marketing
• Evaluation of academic papers related to Game Design.



COMPLEMENTARY EVENTS AND COURSES

Encontro Locaweb (2018)

Digital Marketing Talks in São Paulo, SP

South by Southwest (2017)

Technology, Cinema and Music Festival in Austin, TX

Licensing Expo Show (2010, 2011, 2012, 2013 e 2014)

Licensing Fair in Las Vegas, NV

Game Developers Conference (2014)

Game Conference in San Francisco, CA

Programa de Treinamento iMasters e JumpEducation

Advertising and Media Planning
16 class hours in 04/2011

Project Management with emphasis on Internet
16 class hours in 05/2008

Fundamentals of the Digital Development
16 class hours in 05/2008