



# Luis Gomes

Product Designer  
& Creative Director

Rio de Janeiro | São Paulo

Phone: +55 21 995627878

Links: [Linkedin](#) | [Portfólio](#) | [Instagram](#) | [Contact](#)

## Profile

Professional with over a decade of work in communication and marketing, I specialize in innovation, immersive technologies, storytelling, concept creation, and user experience (UX). Throughout my career, I've made significant contributions to well-known companies in these areas. Recently, as Innovation Coordinator at Fundação Getulio Vargas School of Communication, Media, and Information, I led the Design Team, actively participating in applied research projects. Additionally, I played a pivotal role in establishing three pioneering laboratories: Social Media Monitoring; Games, VR, and Generative Artificial Intelligence; and Content Creation.

## Skills

Creativity	Innovation
Team Management	Immersive Technology
Product Design	Business Intelligence
Development	Data Visualization
Generative A.I.	User Experience
3D Modeling	Game Design

## Education

- Specialization in User Interface and User Experience - PUCRS (Brazil)
- BA Advertising - Social Communication FACHA (Brazil)

## Courses

- Complete SQL with Google BigQuery for Data analysis
- "Machine Learning A-Z" Python/R course by K. Eremenko and H. de Ponteves
- Blender 3D software course by D. Costa
- HTML5/CSS3 by G.D. S. Santos / J. Rangel

## Professional Experience

### Tech Lead

Fev 2026 - Present

Wisemetrics.in

- Technical Vision & Product Roadmap: Define and execute the long-term technical architecture and product strategy, ensuring the platform scales to meet complex data-driven marketing demands.
- Business Operations & Strategic Growth: Drive institutional growth and client acquisition as a Partner, overseeing cross-functional teams to deliver integrated, high-performance technology solutions.

### Business Intelligence Supervisor

Jan 2024 - Jan 2026

MediaHub – MediaBrands (Omnicom Group)

- BI Suite Management: Lead the Business Intelligence suite for global accounts including Jeep, Fiat, Nintendo, Aurora, and Intelbras.
- Data Integration & Visualization: Architect interactive custom dashboards with integrated data-flows and collaborate with media teams on data management.

### Innovation Coordinator

Jan 2021 - Dec 2024

FGV ECMI (School of Communication, Media and Information)

- Creative Tech Leadership: Led the Design and Innovation team for marketing campaigns and laboratory projects involving Gen AI, Immersive Tech, and Game Studies.
- Applied Data Visualization: Developed innovative communication solutions through advanced data visualization techniques for high-level applied research.

### Design Coordinator

May 2017 - Dec 2020

FGV DAPP (Department of Public Policy Analysis)

- Institutional Design Management: Managed a multidisciplinary team responsible for all digital and print media for institutional communication.
- Public Policy Innovation: Spearheaded web design and product development projects focused on data transparency, digital democracy, and social participation.

### Sr. UI/UX Designer

May 2014 - Mar 2017

Vandal (vandal.com.br)

- Lead Product Designer: Engineered intuitive UI/UX journeys for a premier Brazilian e-commerce platform, overseeing the design of custom creation tools.
- Creative Growth Strategist: Orchestrated multi-channel marketing and social media campaigns to amplify brand visibility and scale customer engagement.

### Art Director & Designer

Jun 2013 - Feb 2014

Agência Escala

- Visual Campaign Development: Created high-impact visual campaigns for major clients such as the Ministry of Education, Tramontina, and Banrisul.
- Multichannel Brand Consistency: Executed versatile design assets across diverse media platforms to ensure consistent and impactful brand messaging.