

João Paulo Drago

Brand & Product Designer

Product design · Visual identity · Web · UX/UI

joaopaulo.jp2504@gmail.com

+55 28 99929-4581

[linkedin.com/in/joaoDrago](https://www.linkedin.com/in/joaoDrago)

[behance.net/joopaleiteb](https://www.behance.net/joopaleiteb)

Vitória, Brazil · Available remotely

Experience

Founder & Product Designer / Drago Studio

2024 – Present · Remote

- Independent product and brand studio for brands and creative agencies: product design, visual identity and intuitive web design.
- Lead market and user research, then audit screens and landing pages to raise conversion and lead capture.
- I built the entire brand ecosystem for Método XS, Stocco’s innovation hub, developing its branding, design system, and sales pages. Today, it is a direct client generating over R\$100,000 per month across the US and Europe.
- Shipped 10+ conversion landing pages for clients in Portugal, Switzerland and Brazil, in Framer and WordPress/Elementor with GSAP.

Senior Product & Brand Designer / Stocco Company

2024 – Present · Remote

- Design lead across 40+ brands, up to 10+ in parallel, from strategy to launch, as the studio scaled past R\$400K in revenue.
- Lead market and UX research plus screen and landing-page audits to raise conversion, capture leads and grow sales.
- Shipped production-ready components and design tokens to GitHub via Figma → Storybook workflow, compressing design to dev handoff from weeks to hours
- Turn client positioning into design systems, high-converting pages, identities and social, partnering directly from brief to delivery.

Art Director & Graphic Designer / Ceos Digital

2021 – 2024 · Vitória, Brazil

- Lead designer for every edition of Fábrica de Chefs, a high-end gastronomy event that grew from ~200 guests in Vitória to a national showcase now in São Paulo; early-phase motion direction on the latest edition.
- Owned the full visual communication of Festival de Alegre 2024, the largest music festival in Espírito Santo (50,000+ people): banners, social, attraction reveals, signage, motion and video.
- Rebranded Miss Universe Espírito Santo with launch videos for social and ads.
- Served 100+ brands through the agency: social design, video editing and motion, presentations and landing pages.

Graphic Designer / CS3 Revestimentos

2021 – 2025 · Castelo, Brazil

- Created 200+ digital environments simulating marble and granite for architecture and interiors using 3D visualization, used to sell high-end stone.

Education

Advertising & Communication, BA

UFES · 2022–2026

Technical Diploma in IT

IFES · 2016–2019

Skills

Design:

User Research, Usability Testing, Prototyping, Design Systems, Brand Identity, Information, Architecture, Journey Mapping, Wireframing, Visual Hierarchy, Accessibility (WCAG)

Tools:

Figma Storybook Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects) Lottie.js, Maze, Keynote, PowerPoint

Web:

HTML, CSS, AI-assisted React/TypeScript development (Figma → Code → GitHub PR)

AI:

AI-native product design, LLM, Lovable, Claude Code, ChatGPT, Midjourney, Cursor, Adobe Firefly, Perplexity, Vercel, Magnific

Languages

Portuguese (native)
English (C1)

Awards

Prêmio Colibri 2022 · Campaign finalist