Arlindo Pacheco

Designer & Human

arlindo.rocks ↗

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LinkedIn ↗

Experience

Macy's & Bloomingdale's

UX/UI Design • Mobile App • 2021—Present

Designed dual-brand, mobile-first experiences at scale for two iconic omnichannel retailers.

- Applied Apple's HIG & Google's Material Design standards to create genuinely native experiences.
- Assisted in the creation and implementation of a dual-brand design system across various platforms.
- Designed multiple omnichannel experiences, including Macy's Pay, Price Check, and Store Maps.
- Led the strategy and redesign effort for an improved Product Detail Page across both web and app.
- Led digital accessibility initiatives in accordance with WCAG standards through workshops—establishing guidelines for both designers and engineers.

S'wheat Straws

UX/UI Design • Web • 2020—2021

Led the creative direction and web design for an eco-friendly, direct-to-consumer goods startup.

Cha Cha Matcha

UX/UI Design • Web • 2019

Designed a mobile ordering app for a direct-to-consumer matcha brand with multiple locations.

Expertise

Native App Design

Interaction Design

A11y Accessibility

Information Architecture

Prototyping

Storytelling

UX Strategy

Languages

English

Portuguese

Spanish

Education

Thinkful
User Experience Design
2020 • New York, NY

Parsons School of Design
Digital Marketing
2019 • New York, NY

University of Central Florida
Business Administration
2016 • Orlando, FL