Nicholas Pereira Senior Product Designer

I build products end-to-end — from idea to interface to code. With 9+ years of experience, I focus on solving meaningful problems through fast, iterative execution.

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Experience

Sr. Product Designer
Mappedin (2025 - Present)

- Leading design for Mappedin's Airports product, evolving the platform from mall-centric to a purpose-built airport solution
- Designed passenger-facing features surfacing retail, dining, and services to drive engagement and non-aeronautical revenue
- Led Mappedin's first design system and owned UX for internal tools including Theme Builder and Analytics Dashboard, improving consistency, workflow efficiency, and decision-making across teams

Sr. Product Designer
Catalog Studios (2020 - 2024)

- Designed and shipped digital products for venture-backed, early-stage startups, from 0 → 1 concept to launch
- Partnered closely with founders, product, and engineering to rapidly explore, validate, and deliver solutions
- Delivered product UI, brand systems, marketing assets, and web experiences at speed

Art Director
Skrumble (2016 - 2019)

- Led company rebrand and new product line launch, working cross-functionally with marketing, product, engineering, and sales
- Designed a full suite of web, mobile, and brand assets supporting the company's evolution and market positioning

Education
OCAD University (2012 - 2016)

- Bachelor of Design, BDes
- Major in Advertising, Minor in Wearable Technology

Skills

Product & UX
- ✓ Product Design
- ✓ Interaction Design
- ✓ Prototyping
- ✓ Design Systems

Visual & Motion
- ✓ Web Design
- ✓ Visual Design
- ✓ Branding
- ✓ Storytelling

Frontend
- ✓ React/Next.js
- ✓ Tailwind
- ✓ Framer Motion
- ✓ Git