



Claudio Gorga

Profile

With over a decade of experience in Marketing, Product Design, and Customer Experience, I have a strong background in the innovation and technology sector.

Employment History

Design Thinking & UX Design Professor at UFSCAR, São Carlos

January 2020 — Present

Teaching in the Technology and Innovation MBA program at UFSCAR, specializing in Design Thinking and UX Design, consistently teaching one class per semester since the start of my tenure.

Head of Marketing at ACE Cortex, São Paulo

January 2022 — January 2024

Provided strategic leadership in marketing, spearheading initiatives like brand development, partnerships, inbound marketing, event planning, public relations, and community engagement. Key accomplishments include:

- Established and managed a network of over 700 top-tier executives from major corporations as an activation and engagement B2B strategy.
- Effectively rebranded the ACE Ventures group in 2023.
- Generated over R\$500K in partnerships and sponsorships within a single year.
- Achieved a 100% increase in social media followers over 12 months.
- Led the team elevated our podcast to the top 1% of most-listened-to podcasts globally on Spotify.
- Secured over 360 media appearances in a year, not counting branded content.
- Organized and executed over 80 successful events.

Head de Customer Experience at ACE Cortex, Sao Paulo

January 2020 — January 2022

Led the establishment and management of the Customer Experience department, encompassing Business Intelligence, UX Research, and Community Management. Key accomplishments include:

- Attained a CSAT score exceeding 80% within two years of developing the CX framework.
- Developed and upheld quality benchmarks across the customer journey.
- Designed and integrated customer touchpoints at multiple phases of the product lifecycle.
- Conducted comprehensive training and performance evaluations for all departments and leaders.

Details

São Paulo

Brazil

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Links

Linkedin

Portfolio

Skills

Design Thinking, UX/UI

Digital Marketing

Product Management

People Management

Customer Experience

Adobe Illustrator

Adobe Photoshop

Adobe XD

Figma

Microsoft Office

WordPress

HTML & CSS

Languages

Portuguese

English

Spanish

- Streamlined and automated processes to improve operational efficiency and customer experience.
- Implemented CX focused OKRs, integrated into the goals of all company employees.

UX Designer at ACE Cortex, Sao Paulo

January 2019 — December 2019

As a UX Design Consultant specializing in Design Thinking and UX/UI design methodologies, I led teams in validating solutions for a diverse range of businesses. Key accomplishments include:

- Provided services to over 20 major companies, such as Bayer, BTG, Natura, Audi and Danone.
- Served more than 10 different industry sectors, including finance, healthcare, wellness, consumer goods, construction, and energy.
- Facilitated over 30 squads, employing Design Thinking and UX Design methodologies.
- Developed over 20 prototypes to test and enhance business solutions.

Head of Marketing and Co-founder at NMIND, São Paulo

May 2014 — October 2018

As a co-founder of NMIND, a Business Intelligence startup, I led in Product Management, Partnerships, Customer Success, and Marketing Strategy. Key achievements include:

- Successfully attracted three rounds of investment.
- Achieved a return on investment (ROI) within just 6 months.
- Established and developed two distinct business units.
- Delivered services to over 15 major clients in the beverage industry, including prominent names like Ambev, Diageo, Red Bull, Pernod Ricard, Brown-Forman, and Bacardi.
- Gained selection for three prestigious acceleration programs: ACE Ventures, Startupfarm, and Oracle.
- Earned recognition as the most innovative startup at Autocom 2017.

Digital Marketing Analyst at Rocket Internet, Sao Paulo

May 2015 — December 2015

Responsible for Social media and influencer marketing strategy, working with a global team based in Germany.

Education

Social Media Planning, Miami Ad School, São Paulo

May 2023 — July 2015

Comunicação Social, ESPM, São Paulo

January 2009 — January 2013