

Hello! I am a 14-year experienced designer bridging the gap between users' interests and company objectives working as a Product Designer. I work to find simplicity out of complexity, creating great user-centered web apps.

I worked on long-term established products and new ones, bringing them to life from the ground up - helping in each step of the product life cycle.

I have dual citizenship - Brazilian and Portuguese - and I am available to move/work abroad.

## PROFESSIONAL EXPERIENCE

### ● Product Designer

Venturus | Mar 2021 - current

I work with a multidisciplinary team for an international client, where I establish effective communication through workflows, wireframes, documentation, and clear presentations. It has been a blast to create scripts and conduct user interviews with people from different parts of the world.

Also, I work closely with the project manager, keeping information available, organized, and updated to all involved.

Since I value collaboration and teamwork, I mentor teammates as much as I can. I help them sharpen their visual, communication, and research skills through workshops about many subjects like web tech, creativity, and design methodologies.

### ● Product Designer

Semente Educação | Mar 2018 - Mar 2021

Solo designer for three years. During that time, I updated the design and some tech of a web app, created its logo and identity, and designed two more apps.

At Semente, I was responsible for UX, UI, HTML/CSS for production, information architecture, workflows, wireframes, prototyping, and user testing in all three web apps: Plataforma S, Coreskills, and Programa Semente.

We reached more than 20.000 students and hundreds of teachers and parents - only possible because all three products ran smoothly in mobile phones, tablets, notebooks, and desktops. They were responsive, adaptable, and performant.

- **Product Designer**  
Affero Lab | Jan 2016 - Jan 2018

Responsible for UX, UI, HTML/CSS, information architecture, flowcharts, wireframes, prototyping and user testing.

Development of responsive and adaptable products.

Propagation and training of CSS/SCSS organization methods in other teams.

Dissemination of best practices and state-of-the-art resources delivered a smoother, faster and more natural workflow for those involved.

Implantation of wireframing steps in sprints during the specification of new resources. Through this process, communication was clearer, allocation of effort more precise and developers felt greater confidence with their deliverables.

Product redesign supported through client interviews and feedback, resulting in a productivity increase of almost 50%.

- **Experience before 2011**

Izzui, Affero, Zona Internet, Fing'rs, Brazilian Cardiology Society, Jornal dos Sports Online

## EDUCATION

- **Master Interface Design Bootcamp**  
Aela.io | 2021 - still going

- **UX Strategy**  
PUC Rio | 2021 - 2021

- **Post-graduate Studies in Strategic Design**  
ESPM Rio | 2008 - 2010

- **Bachelor Degree in Industrial Design**  
PUC Rio | 2002 - 2006

### INTERPERSONAL SKILLS

Collaborative  
Empathic  
Good communicator  
Agile  
Curious

### TECHNICAL SKILLS

Service design  
Workflow mapping  
Site mapping  
Information architecture  
Wireframing  
Interaction design  
Prototyping  
Visual design  
Responsive design  
Research

### TOOLS

Adobe Suite  
Sketch  
VS Code

### TECHNOLOGIES

HTML  
CSS/SCSS/LESS  
Javascript/Jquery  
Git

### METHODOLOGY

Agile (Scrum)

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#### DATE OF BIRTH

December 5<sup>th</sup>, 1983

#### CITIZENSHIP

Brazilian and Portuguese

#### MARITAL STATUS

Married

#### LANGUAGES

English (C1) | Italian (Basic)