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I'm a passionate Designer using my skills to create products that enhance people's lives. I hold a Bachelor's degree in Design and an Associate's Degree in Project and Development in Web Design, and I'm currently pursuing a postgraduate degree in Emotional Design.

With over 20 years of experience in designing, I've had the opportunity to create innovative solutions for companies of all sizes and industries, from big enterprises like Telefónica, BNP Paribas Cardif and Itaú to startups like Kiwi.com and Bloomreach.

My approach is always friendly and bold, ensuring that my designs are user-friendly, meet the project's requirements and always towards success and growth.

I believe in keeping things simple and practical by considering the project's information architecture and usability to create the best solutions. I'm enthusiastic about solving customer problems while keeping business objectives in mind, always with a keen eye for every detail.

I also love mentoring and sharing my knowledge with the design community. Public speaking and lecturing are comfortable for me, and I'm always open to helping others.

Currently, I'm based in Brazil, but I'm open to relocating for exciting challenges. Let's work together to create amazing solutions that make a difference in people's lives!

Experience

Woolf, Senior Product Designer

Remote – August 2022 – May 2023



Help build a solution to help grow higher education around the world with a borderless university and a Learning Management System used by Colleges from different countries using various accreditations.

Definition of scenarios, creation of flows, wireframes and interfaces, review and validation of created solutions. Based on UX heuristics, best practices and following the business requirements and user needs. Also responsible for a new visual style guide and design system.

Bloomreach, Product Designer

Prague, Czechia & Remote – September 2021 – August 2022



Responsible for creating the project's strategy and vision, developing and maintaining wireframes, prototypes and visual framework, and validating the ideas and prototypes with the clients for the Bloomreach Engagement product in one of the fastest-growing companies in the United States.

Kiwi.com, Product Designer

Brno & Prague, Czechia – January 2018 – June 2021



Define valuable, friendly, intuitive and frustration-free solutions for B2C products for one of the fastest-growing companies in Europe.

Worked with the definition, ideation, flows, prototyping, and validation for every touchpoint for the company's most different products, but focused on Account, one of our core projects. I was also responsible for Tequila, a B2B affiliate program, and all transactional messages.

Cielo, Product Design Specialist

Barueri, Brazil – August 2017 – December 2017



Definition of new processes, tools, and flows for the product area to help in the company's digital transformation. Created templates and a new user interface for their main product (POS system).

Itaú, Senior User Experience Designer

São Paulo, Brazil – September 2016 – June 2017









Responsible for the redesign of the main app of Brazil's largest bank. Led the transformation of the app experience, meeting customer needs, applying new and existing concepts, making it easier to use and improving communication and adherence.










Worked on the conceptualisation, testing, information architecture, use cases, prototyping, usability and accessibility of the app (iOS & Android) for all segments of natural persons (retail, Uniclass, Personnalité and Private Bank).

Accountable for validation and homologation of the flows, elements, and experiences by the design and development teams according to the bank's standards and rules.





Habitual tool stack

-  **Figma**
-  **Slack**
-  **Notion**
-  **Google Workspace**
-  **Adobe Creative Cloud**
-  **Visual Studio Code**

Knowledge

-  **Craftsmanship**
-  **Design thinking**
-  **Information architecture**
-  **Universal design**
-  **Design principles**
-  **iOS guidelines**
-  **Android guidelines**
-  **Responsiveness**
-  **Front-end**

Social skills

-  **Communication**
-  **Problem solving**
-  **Collaboration**
-  **Presentation**

Languages

-  **Portuguese** — Native / C2
-  **English** — Fluent / C2
-  **Spanish** — Intermediate / B1

BNP Paribas Cardif, Senior User Experience Designer

São Paulo, Brazil — March 2013 – August 2016



Responsible for user experience (front-end and interface design, information architecture and usability) of the internal and external (for final customers) systems for Cardif for Latin America in 7 countries (Argentina, Brazil, Chile, Colombia, Mexico, Panama and Peru), produced for supporting web, mobile and apps (iOS and Android). Led the transformation of application interfaces in the mobile and web universes, listening to end-users and applying new concepts and existing techniques. According to the French Head Office's standards, team coordination, management, support and validation for the correct application of usability, user experience, and elements by the team and countries in the company systems (B2B, B2C and B2B2C).

In charge of studies, wireframes, layouts, logos, visual identities, images and codes (HTML5, CSS and JavaScript) for the systems. It improved the adherence by countries, facilitating their flow and improving communication with clients.

Terra, Senior Designer

São Paulo, Brazil — September 2011 – December 2012



Creation of layouts, wireframes, banners, ads, images and icons for an on-demand media streaming called Sundaytv in 6 countries (Argentina, Brazil, Chile, Colombia, Mexico and Peru) and with support for web, mobile and tablet apps (iOS, Android and Windows8), operational systems (Windows8), video games (Xbox) and smart TVs (LG, Samsung, Panasonic, Philips and Sony). Usability tests for these products.

Telefónica, Designer

Barueri & São Paulo, Brazil — December 2005 – September 2011



Creation of logotypes and web layouts for internal and external systems for the Brazilian and Spanish Telefónica businesses. Coding of the XHTML, CSS and JavaScript for these systems. Layouts and desktop publishing for brochures.

Space Produções, Designer

São Paulo, Brazil — January 2005 – December 2005



3D development of architectural structures for events for Bacardi, Coppertone, Nestlé and Telefónica. Creation and development of visual communication for these events.

Responsible for web layouts, character creation and desktop publishing for some company's projects and Petrobras.

HB Handbook, Creation Assistant

São Paulo, Brazil — November 2000 – February 2004



In charge of the creation and development of prints, advertising and visual communication for all Handbook Fashion stores.

Public speaking

IXDD Brno 2020

Asociace UX, 2020

Presentation and panel mediation of the Brno chapter event focused on culture and sustainability.

Design Thinking for you

TechMeetup Ostrava, 2019

Lecture to introduce Design Thinking to the public and how to use it to achieve company goals.

Start your project with Design Thinking

Masaryk University, 2019

This workshop introduced, to a diverse background public, what Design Thinking is and how to use it to solve a problem using hands-on exercises.

Task management & prioritisation

Kiwi.com, 2018

The workshop aimed to discuss and apply ways of making your work more productive with hands-on tools and practices.

Creating a UX strategy that works

Mastertech São Paulo, 2017

Course focused on how to work with UX Design, mainly aimed at delivering a valuable product in harmony with a company's business and technical feasibility.

Projects

GDPR as a feature

January 2021 – May 2021

We delivered a flow to comply with the mandatory European data protection and privacy rules (GDPR). For that, we remodelled a legal issue into an opportunity for our customers, making the GDPR flow invisible, aiming to increase the number of registered users.

In this project, we had to rely on a multidisciplinary team that had, among others, the Legal team, which helped us to understand the problem and to validate our ideas.

Tequila

January 2018 – November 2018

Tequila is an online B2B platform powered by Kiwi.com that allows partners who sign up to have full access to all products from Kiwi.com via API or widgets. The product provides white-label offerings for its clients. Thanks to this, new Travel Agents will be able to focus on their product offering, marketing and sales, which is beneficial for both sides. Anytime we add a new travel-related product to our portfolio, it will be available through Tequila as well, continuously integrating more content and services to offer a one-stop shop for all travel business needs.

Upon a company account, it will be possible to access Kiwi.com products and build applications for each use case. Then, it is possible to monitor business and technical performance by accessing analytics data through comprehensive dashboards and reports. Tequila also hosts graphical interfaces to help create deep links and widgets, search our content, manage bookings to add ancillaries, change passenger information and more.

I was responsible for the product strategy and objectives, prototypes, new elements based on Orbit (Kiwi.com's Design System), brand logotype and overall visuals.

Point of sales terminal system redesign

August 2017 – December 2017

The project aimed to redesign the payment terminal system for Cielo. As a UX designer, my responsibilities included conducting discovery and research to understand user pain points, ideation, creating wireframes, and prototyping solutions. I also developed a UI design that was both visually appealing and easy to use. The redesigned system not only improved the overall user experience but also increased the efficiency of the payment process.

By collaborating closely with the development team, we were able to create a more streamlined and user-friendly point of sales terminal. The successful completion of this project has helped Cielo to improve their brand reputation and customer loyalty by providing a superior payment experience.

Redesigning the bank experience

September 2016 – June 2017

The project has a clear objective: redesigning Itaú's central application core by improving its structure, flows and how the user interacts. That way, it will have more user interaction, ease of use and conversions with as little friction as possible with customers.

Education

Emotional Design Postgraduation

August 2022 – February 2024 (expected)

Belas Artes University Centre of SP

The course will prepare me to develop products and services connected to the target audience's emotions. Develop skills in strategic design with a focus on behavioural analysis of the target audience, exploring its relationship.

Design Bachelor's

January 2002 – December 2005

Anhembi Morumbi University

Had the opportunity to broaden my aesthetics and cultural repertoire.

Learned and was able to develop works of hypermedia design, information design, interface design, interaction design, navigation design, animation, interactive and 3D environments, computer graphics, desktop publishing, photography and others.

Project and Development in Web Design Associate's

January 2002 – December 2003

Anhembi Morumbi University

This degree, focused on digital and web, was the basis for the Design bachelor degree.

The redesign of the application was part of a digital change that permeated Itaú's platforms in the coming years. The goal was to transform the user experience by improving navigation and performance with more functionality. As a strategy for change, customers have been heard at every stage of the process, with prototype testing and feedback through the bank's call centre.

Together with the product strategy team, I created low and high-fidelity prototypes, interactions and accessibility guidelines for iOS and Android. For better navigation, the application brought in its home screen the most relevant information (such as bank account statements and access to credit card information). A tab bar made access to all other functions easy.

As a result, the number of customers using the Itaú application rose from 3.7 million in 2014 to 6.8 million in 2017. Having won the iF Design Award 2018 and been chosen as the best bank app by customers with 37% of the votes, according to DataFolha, users have made 1.2 billion transactions over the smartphone just in the first quarter.

Sundaytv

March 2012 – December 2012

Sundaytv was a Terra channel that allowed you to rent, buy or watch free movies with all the convenience of downloading or watching online. Also, you could be a member of the Video Club and enjoy wide and varied content for a fixed monthly price. The service was available for PCs, Smart TVs, Android and iOS devices and others. The Vivo Play app replaced it.

I was responsible for the user interface, assets, navigation and information architecture. I also helped to conduct user research.

Other projects

 **Messaging framework** – Kiwi.com, 2020.

 **Mailing redesign** – Kiwi.com, 2018.

 **Refer a Friend** – Kiwi.com, 2018.

 **Design processes definition** – Cielo, 2017.

 **Internal systems framework** – BNP Paribas Cardif, 2016.

 **E-commerce redesign** – SKI USA/Brasil, 2016.

 **VIP's Guardian** – Nikkeisoft, 2014.

 **Poker game iOS app** – Pixfly, 2013.

 **SIGITM** – Telefónica, 2011.

Try them!

