

Summary

Product designer specializing in platform systems and scalable interaction frameworks, with a track record of driving measurable adoption at scale. At Hewlett Packard Enterprise, led the design of a reporting framework that increased unique users by 5× and report generation by 4× within one year, establishing reusable patterns adopted across the platform.

Experience

Senior Product Designer

Hewlett Packard Enterprise • 2023–Present

- Lead designer for the Reporting Framework within the HPE GreenLake platform, operating as principal IC and design authority.
- Increased unique users by 5× and report generation by 4× within 12 months.
- Consolidated fragmented reporting into a self-service system, reducing engineering dependency.
- Defined reusable interaction patterns and system-level standards adopted across the platform.
- Established scalable interaction models for data-heavy, multi-tenant environments.
- Introduced scheduled reporting and export capabilities across the platform.

Senior Product Designer

Woolf • 2022–2023

- Designed the Accreditation Management System for a global higher education platform.
- Reduced accreditation timelines from years to months.
- Doubled the number of college partnerships following launch.
- Led workshops with regulatory and academic stakeholders to align product and compliance requirements.

Product Designer

Bloomreach • 2021–2022

- Designed enterprise marketing automation workflows within the Engagement product.
- Developed wireframes, prototypes, and visual frameworks for complex use cases.
- Validated solutions with enterprise clients to ensure usability and product-market fit.

Product Designer

Kiwi.com • 2018–2021

- Designed B2C and B2B systems across a high-scale travel platform serving millions of users globally.
- Led core account system, affiliate platform (Tequila), and transactional messaging experiences.
- Delivered GDPR compliance experience that improved user conversion while meeting regulatory constraints.
- Translated complex legal and technical requirements into seamless, user-centered flows.



Senior User Experience Designer

Itaú • 2016–2017

- Redesigned Brazil's largest banking app as part of a major digital transformation, increasing user base from 3.7M to 6.8M.
- Led UX across multiple customer segments and platforms (iOS and Android).
- Work recognized with the iF Design Award (2018).

Additional experience: Senior design roles across financial services, telecommunications, transportation, and digital media, including BNP Paribas Cardif, Cielo, Telefónica, CharterUP, and Terra Networks.

Design expertise

Platform design • Design systems • Data-heavy interfaces • Information architecture • Accessibility (WCAG and section 508)

Collaboration

Cross-functional leadership • Stakeholder alignment • Workshop facilitation • Mentorship

Technical foundation

HTML • CSS • JavaScript (working knowledge)

Education

Visual Arts, Licentiate

Uni Ítalo – Expected 2028

Design, Bachelor of Arts

Anhembi Morumbi – 2005