

I've been working as a Designer for 10 years, with a strong focus on digital products. I have experience in both building and managing teams and products in collaboration with backend, data and frontend engineers, as well as stakeholders. My role is helping companies to achieve their business goals and creating good user experiences.

Work Experience

Cortex Intelligence 2022 - 2023

Lead Product Designer

Led product design team focusing on creating new features to SaaS products (B2B).

- Improved products in the areas of Communication and Lead Generation, leading in order to increase company revenue.
- Defined the design process and introduced ceremonies such as, 1:1 meetings, career path development, design critique, etc.
- Implemented a system to measure the time spent by designers on creating solutions.
- Maintained a team engagement score of 8.5 or higher out of 10 (using the Pulses by Gupí).
- Played a key role in establishing the Product Ops area and developing metrics to measure the performance of multiple teams.

Mobiauto 2018 - 2022

Lead Product Designer

Led brand and product design teams, implementing processes and creating B2B (SaaS) and B2C products.

- Mentored 6 juniors and mid product designers.
- Defined the design process and introduced ceremonies such as 1:1 meetings, design critique, etc.
- Collaborated with big companies, including Mercedes-Benz, Mitsubishi Motors Brazil, Localiza, Movida, etc.
- Successfully launched a design system.
- Witnessed the company's acquisition by PAN Bank.

Senior Product Designer

Joined as the first employee and played a pivotal role in creating one of Brazil's leading car buying and selling websites.

- Assisted in developing strategies for MVPs and brand positioning in the market.
- Launched more than 20 products within a year for both individuals and companies (B2B and B2C).
- Achieved 2 millions user accesses in a year.
- Successfully integrated two companies, PasseCarros and Sua Oficina Online, into the Mobiauto group.

Antena 1 Brasil 2015 - 2018

Product Designer

Worked in a digital innovation, contributing to create a new website and app.

- Successfully launched the new website, resulting in increased revenue and the generation of new digital opportunities.
- Achieved 30.000 simultaneous users listening to the digital radio on the website.
- Assisted to create UX and product strategy for the app and launching the MVP.

Education

Design Leadership Course at Pulseme 2020

- Topics: People and time management; Building teams, culture and processes.

Design Leadership Course at How Bootcamp 2019

- Topics: People and time management; Building teams, culture and processes.

Design Sprint Course at Mergo 2019

- Topics: Creating and applying a Design Sprint.

UX Research Course at Mergo 2019

- Topics: How to create research to support products and services.

Design System Course at Meiuca 2019

- Topics: Building, maintaining and evolving a design system.

Multimedia Production Degree at Senac 2015

- Topics: Website and app creation and development; Audio and video editing, 3D objects;

Tools

Figma	InVision	Jira	Maze Design	Notion	Forms	SurveyMonkey
Sketch	Marvel app	Hotjar	Confluence	Sheets	Zeplin	Photoshop

Skills

Managing design teams	Mentoring	Usability testing	OKRs and KPIs
Implementing design process	Product management	Discovery	Agile environment
Time management and prioritization	Strategic planning	Market research	Workshop
Performance measure	Design thinking	Design system	Fluent in Portuguese
Problem-solving	Presentation	Handoff	Proficient in English

Volunteer jobs

Guri (Grupo Unido pela Reintegração Infantil) Currently

- Assisting in organizing events and excursions for children in need.

Mentoring Currently

- Providing guidance to designers in career transitions and participating in events such as AASP Hackathon.

CRECA (Centro de Referência Criança e adolescente) 2012 - 2013

- Promoted educational and sports activities for children in need.