

UX/UI Designer with an aptitude for understanding users' needs and goals through data exploration, metrics, usability testing, and using this knowledge to develop simple solutions and enhance digital products.

I have a deep immersion in User-Centered Design principles and methodologies, enabling me to conduct research, create personas, develop user-friendly flows for digital products, and create design processes tailored to the team's reality, ensuring that the needs and experiences of the end user are at the center of every decision.

Work Experiences **Riachuelo S/A, Product Designer Sr** Mar 2022 - Jun 2023

As the team leader, I crafted user experience strategies, developed a multibrand design system, and fostered multidisciplinary collaboration.

- I supervised and mentored a team of 5 designers, enhancing the team's skills and contributing to project success.
- I played a central role in leading UX initiatives in various projects, ensuring a cohesive and effective user experience across web, mobile, and app platforms.
- I promoted the UX culture by conducting workshops with data, development, and business teams, strengthening the importance of user experience throughout the organization.
- I coordinated the creation of a multibrand design system, including documentation, governance, and best practice workshops, ensuring consistency and efficiency in product design and development.
- I fostered collaboration among multidisciplinary teams, promoting a holistic approach to product design, resulting in effective solutions that meet user needs and business objectives.

Havan labs, UX/UI Designer Sr Ago 2021 - Mar 2022

I redesigned the user journey, driving an increase in revenue, while collaborating on various projects, promoting the UX culture, and leading user research and usability testing.

- Reimagined the user journey in the credit card bill payment flow, resulting in over 300 million Brazilian reais in additional revenue within the first three months of production.
- Selected to collaborate with a diverse team of over 15 designers across various company projects, spanning Super App, e-commerce, back-office systems, services, and more.
- Actively promoted a UX culture through workshops and presentations emphasizing user-centered design decisions.
- Led the coordination of user research and real-user usability testing processes, ensuring the continual enhancement of design solutions.

Work Experiences **Dezaus, Product Designer Sr** Jan 2014 - Ago 2021

Forlab Express

- Facilitated Design Thinking and Design Sprint workshops with company stakeholders, fostering innovation and collaborative problem-solving.
- Led the Discovery phase, conducting in-depth market research on laboratory product areas, providing valuable insights.
- Guided the redesign of the e-commerce platform, optimizing Discovery, Information Architecture, Sitemap, User Journey, UI, and handoff processes.
- Streamlined the checkout process through Discovery, Information Architecture, User Journey, UI, and handoff improvements.
- Designed and implemented the Recurring Purchase feature, enhancing user experience and revenue generation.

AHN Biotechnologie GmbH

- Spearheaded the redesign of the visual identity for the world's largest biotechnology and LifeScience product manufacturer, ensuring a modern and cohesive brand image.
- Oversaw the packaging design process for a new product line used in European laboratories to facilitate COVID-19 vaccine-related solutions, meeting critical public health needs.
- Offered User Experience Design consultancy, cultivating a Design and technology culture within traditionally more conservative areas of the company, driving innovation and user-centricity.

Lansera

- Directed the entire process of Discovery, Information Architecture, User Journey, UI design, and handoff for BodyTech's live class subscription Landing Page, underscoring expertise in user-centric design and digital product development.
- Coordinated the full process of Discovery, Information Architecture, User Journey, UI design, and handoff for an e-book sales Landing Page, showcasing the capacity to optimize user experiences and conversions for a distinct audience.
- Led the in-depth Discovery, Information Architecture, User Journey, UI design, and handoff for the course sales Landing Page for SporTV UFC, displaying versatility in designing for diverse domains.
- Pioneered the Discovery, Information Architecture, User Journey, UI design, and handoff for a video class sales Landing Page, emphasizing a multidisciplinary design approach.
- Spearheaded the complete Discovery, Information Architecture, User Journey, UI design, and handoff for Lansera's corporate website, demonstrating a holistic understanding of corporate online presence and user interaction.

Work Experiences

Match Group Latam Jan 2019 - Jan 2020

Product Design Team

- Led Discovery, Information Architecture, User Journey, UI design, and the handoff process for the Tinder app.
- Directed Discovery, Information Architecture, User Journey, UI design, and handoff for the Par Perfeito app and website.
- Contributed to the implementation of the Par Perfeito Design System, aligning it with Latin American design principles.
- Played a key role in crafting social media content for the Par Perfeito Instagram account.
- Participated in the development of marketing materials and the production of TV and display videos for Par Perfeito.

Education

Mergo User Experience
UX/UI Design

Meiuca
Design System

EBAC
UX/UI Design

Udemy
UX & Design Thinking: User Experience in Business

California Institute of Arts
Web Design: Wireframes to Prototype

Udemy
Product Discovery

University of Virginia
Design Thinking of Experience