

SUMMARY	I lead interface design for product roadmaps that support CRM strategy, retail growth, and brand storytelling. I specialize in modular UI systems, responsive layouts, and scalable interface frameworks that support omnichannel, CRM, and retail strategies. I've led UI execution for cross-functional teams, shipping web and mobile experiences in weekly cycles while integrating GPT for UX writing and A/B testing for continuous improvement. Currently pursuing a Master's in HCI focused on PD, affective computing and LLMs.	
EDUCATION	Università degli Studi di Trento	Trento, Italy
	<i>Master's Degree in Human-Computer Interaction</i>	2024 – 2026
	Università degli Studi di Brescia	Brescia, Italy
	<i>Master's Degree in Communication Technologies and Multimedia</i>	2018 – 2020
EDUCATION	Federal University of Ceará	Fortaleza, Brazil
	<i>Bachelor's Degree in Digital Systems and Media</i>	2013 – 2017
EXPERIENCE	User Interface Designer Senior	
	<i>Artattack Group (Consulting for Luxottica)</i>	April 2021 – March 2025
	Designed UI systems, LPs, and CRM templates for Sunglass Hut, GMO and Ópticas Visión. Achieved measurable impact as A/B tests, +5.2% CRM sign-up conversion, +9.4% scroll completion, and +6.1% omnichannel engagement across campaigns.	
	User Interface Designer Mid-level	
	<i>Trilogo Technology</i>	April 2018 – September 2018
	Redesigned a live SaaS platform's UI and Information Architecture end-to-end. Led lab usability testing to validate user-centered flows and restructure navigation.	
EXPERIENCE	User Interface Designer Junior	
	<i>Atratis Digital Communication and Marketing</i>	August 2016 – March 2018
	Designed WordPress sites for fashion and finance clients like Fortes Tecnologia, aligning visual identity with inbound strategy for increasing leads in agile cycles.	
	User Interface Designer Intern	
	<i>Federal University of Ceará</i>	January 2014 – December 2016
	Created e-learning tools for professors and contributed to HCI research on UI and commuting apps usability through expert reviews, interviews, and observations.	
AWARDS	Winner, 8th UX Challenge (2025) <i>Fondazione Hub Innovazione Trentino.</i>	
	1st Runner-Up, Student Evaluation Competition (2016) <i>15th Brazilian Symposium on Human Factors in Computing Systems.</i>	
	2nd Runner-Up, Student Design Competition (2015) <i>7th Latin American Conference on Human Computer Interaction.</i>	
PUBLICATIONS	User Experience Evaluation for User Interface Redesign: A Case Study on a Bike Sharing Application. https://doi.org/10.1007/978-3-319-58640-3_44	
SKILLS	Design Tools: Figma, Adobe Creative Suite, Sketch, Zeplin, inVision.	
	Programming: Python, R, Flutter, MATLAB, C++	