

A self taught multidisciplinary Product Designer with +5 years of experience focused on creating delightful and useful experiences by connecting the dots between user needs and business goals. Experienced in working with Design Thinking, Leadership, Ux Research, Team Work, Product Management, Ecommerce, CRO, Checkout & Payment flows, Low Code, Data Analysis and Dashboards.

WORK EXPERIENCE

Lead Product Designer

at Hexalytics Inc.

Based in Lewisville, TX, USA
Feb 23 - Now

Leading a +10 designers team to create the best data visualization solutions for Ecommerce and Tech Companies to help them to achieve their business goals.

- Mentoring designers to help them to improve their skills.
- Defining design patterns and guidelines to standardize the workflow to decrease the time of delivery of the solutions.
- Understanding the clients needs to create the better flows for each solution.
- Low and High fidelity prototyping to validate solutions.

Lead Product Designer

at FFWD

Based in Florianópolis, SC, Brazil
Sep 22 - May 23

At F/FWD, I led the design team, providing feedback and ensuring consistency. I also negotiated design decisions with stakeholders and clients.

- Led and mentored the design team, providing feedback and guidance for improvement.
- Ensured consistency and quality in deliverables by overseeing and assisting in the design process.
- Negotiated design decisions and proposals with stakeholders and clients.
- Contributed to strategic improvements for Intelbras, reducing churn in their e-commerce checkout process, and collaborated with Mueller to create a new and visually appealing e-commerce experience.

Senior Product Designer

at Kyte Technologies

Based in Florianópolis, SC, Brazil
Out 21 - Jul 22

In the Frontline team, I collaborate with PM to identify opportunities and improve our web product. I also develop new features for our mobile app and maintain the mobile front of our Design System, promoting the DesignOps culture.

- Evolving the Design System foundation and maintaining component libraries
- Co-creating design practices and documentation standards
- Supporting PM decision-making and discovering new opportunities
- Analyzing product metrics and presenting new features
- Providing reviews, feedback, and support to other designers

Senior Product Designer

at Havan

Based in Brusque, SC, Brazil
Jul 21 - Out 22

Led end-to-end design process for e-commerce product, including feature proposals and building the company's first Design System.

- Conducted user journey mapping, benchmarking analysis, and desk research
- Executed quantitative and qualitative research to inform design decisions
- Created sitemaps, value propositions, and business model canvases
- Developed wireframes and conducted A/B testing for optimal user experience
- Led low and high fidelity prototyping, roadmapping, and usability testing

Freelance Designer

Self Employed

I worked as a freelancer on low impact local projects and several different sectors. This was a period in which I was able to learn a lot, mainly due to the fact that I needed to be dynamic to work with such different projects in a short space of time.

Based in Brasilia, DF, Brazil

Jan 18 - Jan 21

EDUCATION

Bachelor's Degree in Systems Development

Uniassevi

Incomplete

Bachelor's Degree in Marketing & Advertising

UCB

Incomplete

COURSES AND CERTIFICATIONS

Design Thinking

FIAP

2021

Product Management

PM3

2021

Product Led Growth

ProductLed

2021

SKILLS

Mobile Design, Web Design, Responsive Design

Design System, Design Ops, Team Leadership

Design Process, User Experience, User Interface Design

Strong Communicate, Negotiating and Presentation skills

Wireframing, Prototyping, User Flows, Usability Testing

Advanced English and Native Portuguese

TOOLS

Figma

Jira, Confluence

Sketch

Webflow

Adobe Suite

Marvel

Hotjar, Google Analytics, Mixpanel

HTML & CSS

Invision