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I transform complex technical interfaces into tools developers actually want to use

Previously helped 10M+ developers at Grafana monitor their systems 20% faster. Now building open-source solutions while seeking my next technical product challenge.

WHAT I BRING TO TECHNICAL TEAMS

- **Developer-First Mindset:** Reduced API authentication errors by 60% by understanding how engineers actually work, not how we think they should
 - **Business Impact Through Design:** My Grafana onboarding redesign increased user engagement 25% and reduced time-to-value by 15% - directly impacting ARR
 - **Cross-Functional Leadership:** Led design across 3 squads (Synthetics, Scenes framework, APM) while mentoring 2 designers to ship enterprise features
 - **Builder Mentality:** Currently developing Keystrok (open-source API key manager) - from user research to working prototype in 8 weeks with 30+ beta testers
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Recent Impact

Grafana Labs (2022-2024) - Senior Product Designer

The observability platform monitoring 20M+ active users across 800K+ instances

🚀 Transformed Developer Onboarding into a Revenue Driver

- **Challenge:** 40% of trial users churned before experiencing core value
- **Action:** Led complete redesign through 50+ user interviews, workflow mapping, and 15 prototyping iterations with engineering
- **Result:** 25% increase in trial-to-paid conversion, 15% faster time-to-first-insight
- **Learning:** Technical users need progressive disclosure, not hand-holding

Simplified Observability for Enterprise Scale:

- Designed RUM/APM interfaces processing 1B+ daily transactions - improved median query time from 8s to 1.6s through smart data visualization choices
- Created unified alerting UI adopted by 70% of enterprise customers within 6 months
- Established design system patterns now used across 12 product teams

KI Challengers (2020-2022) - Senior Product Designer

Digital innovation consultancy serving Fortune 500 clients

Proved Design Can Drive Marketing Metrics

- Launched 3 data-driven products aligning UX with growth goals → 18% increase in qualified leads
- Pioneered content-first design approach reducing bounce rates by 32%

Jungle.AI (2019-2020) - Lead Product Designer

AI platform for industrial performance optimization

Built "Canopy" from 0→1

- Designed real-time monitoring platform for wind turbines saving €2M annually in predictive maintenance
 - Reduced development cycles by 35% through component-based design system
 - Platform now monitors 5,000+ industrial assets across Europe
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What I'm Looking For Next

After scaling observability UX at Grafana, I'm seeking a senior role where I can tackle complex technical interfaces that directly impact developer productivity. I'm particularly drawn to companies building the next generation of developer tools, observability platforms, or technical infrastructure. Currently exploring opportunities while building Keystrok and contributing to open-source projects.

Technical Fluency

Design in Code: Figma (custom plugins, design tokens) + HTML/CSS/JS (I build my own prototypes)

Collaboration Stack: Git workflows, Linear/JIRA, Jenkins CI/CD, Slack integrations

AI-Augmented Workflow: Advanced prompt engineering with LLMs to accelerate design research, prototype generation, and technical documentation - 3x faster iteration cycles

Domain Expertise: OpenTelemetry protocols, LGTM stack, API design patterns, dashboard performance optimization, alert fatigue reduction

Currently Learning: JavaScript → TypeScript → React pathway to design better component architecture and speak engineering fluently

Education & Continuous Learning

University Lusófona (2007-2011) - Communication Design

Current Focus: Building **Keystrok** (learning TypeScript, PostgreSQL, JWT auth) • JavaScript → React learning path to design better component systems

Let's Connect

Interested in how I reduced alert fatigue by 40% at Grafana or why I'm building an open-source API key manager? Let's discuss how I can help your team make technical products more human.

[Book a call](#) • [See my work](#)