



## SUMMARY

I'm an UI/UX Designer with over 11 years experience currently working at Terra Networks, and as Freelancer for Toptal, based in Porto Alegre, Brazil. In my career I had the opportunity to built user focus digital products based on business needs where my role varied between User Experience Designer, Visual Designer, Interaction Designer, Information Architect and QA.

I'm passionate about constructing personas, customer journeys and experience maps, all backed by user research and data analysis. I enjoy using a wide variety of tools and different skills that range from pencil & paper to Photoshop, Illustrator, Sketch, InVision and some HTML & CSS. I use these tools and skills to create, from sketches to high-fidelity prototypes to communicate with clients and developers or for usability tests. I'm enthusiastic about Agile Methodologies, Lean UX and Design Thinking, and I believe collaborative team work makes design better.

In my spare time I enjoy working on personal projects that enable me to be creative in different ways. I also spend time drawing, reading, listening to music, in concerts, watching movies or series, riding my bike, traveling, hiking and camping to be closer to nature and being with my friends.

## WORK EXPERIENCE

**TOPTAL**  
UI Designer  
October 2015 to present

Freelance UI Designer working remotely from Porto Alegre, Brazil on part-time or hourly projects. My goal is to help startups or big companies improve/create their interfaces from information architecture, interaction design to visual design.

**TERRA NETWORKS**  
UI/UX Designer  
August 2008 to present

At Terra, after seven years working as an UI/UX Designer in the innovation of editorial digital products, now I work as Mobile UI/UX Designer defining and creating mobile products that don't carry the Terra brand. Recently, I'm involved with four products of the information and entertainment fields. My activities involve from benchmarking and user research to the definition of the look & feel. I'm responsible for the visual design, interaction design, style guide and QA of the interface implemented. I also create requirements for user testing, create tasks and build prototypes for the tests, changing the interface according to its results. In my last experience acting as designer for Terra's portal I redesigned the entire user experience of the portal as the lead designer of the project.

**FEELANCER**  
UI Visual Designer  
April 2006 to August 2008

In the two years as freelance designer, I had my first opportunity to work in national scale as UI Visual Designer. Main project was the redesign of the biggest TV cable company in Brazil: NET. I was responsible for creating the new interface standards and style guide. I had the opportunity to work remotely on several other projects as an UI Visual Designer.

## E-DESIGN

Web Designer, Graphic Designer  
April 2004 to April 2006

I started my carrier as a t-shirt designer for local fashion brands as a consequence to my hand draw ability. Later, I started to work with Visual Identity, creating Logotypes and Branding Systems. Web design came just after that and I decided to focus my carrier on online interactive experiences. During that time, I worked mostly with local clients building their institutional sites and bringing their offline experience to the internet.

## EDUCATION

Universidade Federal do Rio Grande do Sul  
Communication School  
Bachelor's Degree, Advertisement  
2004 to 2009

## LANGUAGES

Portuguese (Native)  
English (Advanced)

## SKILLS

User Experience Design



Photoshop



User Interface Design



Illustrator



Visual Design



InVision



Interaction Design



Sketch



Information Architecture



HTML



Agile Methologies



CSS



## WORK RECOGNITION

IA Summit 2012 Poster Nights  
New Orleans, LA

IA Summit 2014 Poster Nights  
San Diego, CA