

# Designing products that align customer value with business reality.

I lead cross-functional product initiatives end-to-end, from discovery and framing to delivery and iteration. I'm comfortable in ambiguity and known for being the critical voice that protects both customer needs and business value.



## Experience

2025

### Senior Product Designer at Elli from Volkswagen Group

- Responsible for all mobility service experience at Elli
- Launched a feedback feature that improved average app ratings by 38%
- Introduced first fleet driving functionality (B2B) to Elli
- Soon to be promoted to Staff Product Designer

2017-2024

### Senior → Staff Product Designer at unu GmbH, Berlin

- Responsible for the scooter display and whole mobile app experience
- Launched way to turn scooter on and off via the app, replacing physical key cards
- Created two research communities to capture feedback and test beta versions
- Established a fleet management SaaS for B2B

2015-2017

### Product designer at resmio GmbH, Berlin

- Designed table reservation management (B2B) across multiple platforms
- Redesigned embedded experience for customers to make table reservations through widgets

2013-2015

### Co-Founder & UX/UI Designer at Primetag, Portugal

- Founding product designer 0 → 1
- Helped raise ~200K seed investment
- Responsible designer for the website, web app, marketing campaigns and assets, and all business materials

2011-2013

### Master degree in Communication Design, Portugal and Denmark

## Strengths

These are my recurring top strengths, according to [Gallup's CliftonStrengths](#), which have remained mostly consistent across my career.

1. Empathy
2. Responsibility
3. Relator
4. Developer
5. Restorative

## Let's talk