

I’m Fabi, a designer with over a decade of experience in end-to-end product design. Dealing with complexity and ambiguity is one of my strongest skills, which complements my holistic approach to product design. I love to explore both problem and solution spaces, map and design different scenarios, and test my assumptions with real customers.



Experience

2017-2024

Senior → Principal Product Designer at unu GmbH, Berlin

I owned the designs for both, the scooter display and mobile unu App since the beginning of 2022, and later in 2023 I was leveled up to Principal while working in parallel with other design and research initiatives. Previously, I helped establish a fleet management web app for B2B.

2015-2017

Product designer at resmio GmbH, Berlin

I moved to Berlin and joined resmio to be the designer responsible for the reservation system management (web application for restaurants) and the widget to make reservations (for customers).

2013-2015

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

I founded a startup with friends, that raised almost 200K by REDangels back then. I was the solo designer responsible for all the assets, website, web app, marketing, and business material.

2011-2013

Master degree in Communication design, Portugal

I specialized in communication design after finishing my bachelor's in “New Technology Communication” at the Copenhagen Business Academy.

Case studies

@unu

Scooter without keys

unu & beta Community

@resmio (older)

New reservations

Widget for guests