

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 → Staff 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
- 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