

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