

From
Jun 2018

Until
Sep 2019

Sao Paulo, Brazil

VISUAL DESIGNER

R/GA MEDIA GROUP, IPG INC.

R/GA is one of the trendiest advertising and consultancy agencies in the world. My client was the award-winning 'next' - a bank for Millennials developed inside R/GA's office. As a member of the Creative and Experience Teams, I took part in:

- Delivering the experience and marketing handoffs for the bank through User Flows, Prototyping, Visual Design, and Art Direction for advertising campaigns - resulting in several awards for both R/GA and 'next';
- Maintenance and evolution of the company's Design System with illustrations, iconography, and components development;
- Development of an e-mail Design System with the technology team;

EDUCATION

From
Mar 2018

Until
May 2018

Sao Paulo, Brazil

TERA ESCOLA DE NEGOCIOS

UX & DESIGN THINKING, NANODEGREE

Specializations: Design Thinking, Double-Diamond Methodology, Creative Leadership, User Research, Benchmarking, Data Analysis, Personas, Jobs to be done, User Journey Mapping, Quick Prototyping, Information Architecture, Behavioural Design, Wireframing, User Interface Design, Visual Design, Usability Testing.

Final Project: Redefining the onboarding process of a knowledge management P.W.A. tool.

From
Feb 2008

Until
Dec 2011

Sao Paulo, Brazil

CENTRO UNIVERSITARIO BELAS ARTES DE SAO PAULO

GRAPHIC DESIGN, BACHELOR

Specializations: Visual perception, Gestalt, Ethnographic studies, Art history, Illustration, Technical drawing, Photography, Marketing, Print Media, Digital Media, Web Design, Animation, Video Design, Art Direction.

Final Project: Using augmented reality (A.R.) and gamification as a way to stimulate reading in infants and teenagers. **Grade: 10.**

From
Feb 2006

Until
Dec 2007

Sao Paulo, Brazil

CENTRO FEDERAL DE EDUCACAO TECNOLOGICA (CEFET-SP)

COMPUTER PROGRAMMING, TECHNICIAN

Specializations: Database management, Scientific Administration Methods, Programming Logics, Procedural Programming, Object-Oriented Programming, Functional Programming.

Final Project: Industry's best approaches for detecting and analysing computer malwares. **Grade: 10.**

SHORT COURSES

MEIUCA · MAY 2020
DESIGN SYSTEM & OPS

UX CHANGE · NOV 2020
BUSINESS THINKING FOR DESIGNERS

SKILLS

User Centered Design, User flows, Information Architecture, Visual Design, Prototyping, Testing, Experimentation, Research, Heuristic Analysis, Branding, Illustration, Art Direction, Storytelling, Lean/Kanban.

PROGRAMMING LANGUAGES

HTML/CSS, JavaScript, jQuery, Sass, React.js, COBOL, Visual Basic, C++.

TOOLS

Figma, Sketch, InVision, Principle, Abstract, Photoshop, Illustrator, Indesign, After Effects, GitHub, Miro, Jira, Kanbanize, Keynote, PowerPoint, Google Docs, Framer, Protopie.

INTERESTS

Videogames, Poker, Cats, Martial Arts, Computer Programming, Music, Contemporary Art, Classical Painting, Chess.