

Education	Bachelor's degree in Product Design	FADERGS — 2021
	Professional certification UX Designer	Google / Coursera — 2022
	Designing and Building AI Products and Services	MIT xPRO — 2023

Experience

2013 — 2023

Thomson Reuters

UI/UX and Service Designer

Toronto, CA

Aug 2022 — Oct 2023

Researched and categorized company-wide notifications and emails, enhancing content and templates, and successfully reducing email volume sent to clients by 34%.

Led cross-functional teams to create streamlined Service Blueprint documents for the accountability module, resulting in enhanced app organization and efficiency.

Created and presented wireframes, prototypes, style guides, user flows, and UX guidelines for the B2B2C platform to engage both internal and external stakeholders.

Enhanced the design system by updating components, creating patterns, and developing a comprehensive Writing and Content manual.

Umbler

Web Designer

Gravatái, BR

May 2020 — Aug 2022

Designed user flows and high-fidelity prototypes for Umbler's B2C platform, benefiting over 50,000 users and contributing to a 15% increase in user satisfaction.

Utilized wireframe and prototyping tools to enhance user-friendly desktop and mobile designs, including an email marketing feature, leading to improved user conversion rates.

Designed a new mobile app sign-in and login onboarding, boosting user engagement by 25% through enhanced usability and improved user experience.

Achieved outstanding results in cross-functional teams, driving success in hosting, email, and WhatsApp features within the dynamic startup environment.

Manifest Studios

Product Designer

Missouri, US

Dec 2019 — Jul 2023

Designed user-centric applications applying Design Thinking principles for diverse use cases, including an intern ad manager for Macy's.

Established two startup-focused design system, ensuring graphical consistency across all products while adhering to token organization principles.

Utilized visual user flow charts and mind maps to analyze user needs, craft optimal solutions, and effectively communicate results to stakeholders.

Enhanced usability and user experience in marketplace and SaaS platforms.

Freelancer

Graphic Designer

Las Vegas, NV

Nov 2017 — Jan 2019

CARBE

Industrial Designer

Gravatái, BR

Sep 2013 — Sep 2016

Certificates	Introduction to Web Accessibility	Generative AI fundamentals	Motion design
	W3C — 2023	Google — 2023	Alura — 2020
	Degree in UX Designer	Adobe XD and Figma	Innovation and Design Thinking
	Alura — 2020	Alura — 2020	Unirriter — 2020

Languages	Portuguese	English	Spanish
	Native	Fluent	Basic

Skills	Interface	Softwares	Technical	Research
	Wireframing Prototyping User flows Design system User testing	Figma Adobe XD Adobe Illustrator Adobe Photoshop Webflow/Wordpress	HTML / CSS Iconography Web3 and Blockchain Artificial Intelligence Acessibility	User research Scenario inquiry Storyboarding Affinity diagrams A/B Testing