



I'm a hands-on Product and Systems Design leader with 20+ years of experience helping teams to understand and solve complex problems. I thrive under pressure and I deeply care about my team and my craft.

If you have passion for shipping great products with simple, elegant, and crafted user experience, we should talk.

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## ORACLE

Director of Design  
& Technology  
2018 - present

### Brand Experience Technology Team

Leading the technology team for internal prototypes and websites. My team is responsible for creating internal applications and websites used by Oracle's employees and executives.

### Oracle Corporate Website

My team and I were responsible for overseeing implementation and delivery of the new Oracle corporate website design. The team did a great job managing the expectations of different stakeholders while delivering the project. Oracle.com was the first website to use our newly created Redwood Design System language.

<https://oracle.com>

### Redwood - Oracle Design System

Founding member of the design systems team. It was challenging to create a design system from scratch for a large organization such as Oracle. To celebrate we created a microsite to give people outside Oracle a sneak peek of our new Design System.

<https://design.oracle.com>

### Oracle Cloud

This was an interesting project with so many iterations and explorations. We started by developing a complete new vision for the product and by the end of the project we end up creating a plan for progressive enhancement of the platform as a whole. I am a cloud user and making sure Oracle had the best cloud experience was priority number one for me. We delivered a complete set of design specs and a micro design system that engineers used to create the new cloud console experience.

<https://www.oracle.com/cloud/>  
[Article on launch](#)

## Medallia

Lead Designer  
2014 - 2018

### New Medallia Surveys

Lead designer for Medallia's current survey platform. I worked very close to the engineering team developing the new design and creating a micro design system for the project. The new surveys are component and theme based allowing Medallia to provide a complete set of templates and solutions for their customers.

<https://go.medallia.com/customer-surveys.html>

### Alchemy - Medallia Design System

One of the most advanced design systems created with focus on user experiences, accessibility, and extensibility. I worked together with the design systems team during this initiative creating specs and contributing for the overall look and feel of Medallia's core customer experience reporting application.

<https://vimeo.com/353659167>

### Medallia Reporting

Lead design for the new reporting and analytics application. The design created during this project was used as the starting point for the companies new design system called "Alchemy".

<https://go.medallia.com/medallia-experience-cloud.html>  
[https://www.youtube.com/watch?v=h4G\\_CV0wSjI](https://www.youtube.com/watch?v=h4G_CV0wSjI)

### Medallia Voices mobile app

This must be my favorite projects at Medallia. The voices mobile app brings the feedback from customers directly to executive teams based on advanced machine learning algorithms. We had the opportunity to work on a lean core team delivering the entire experience in a record time from design to production of the final native application.

<https://www.medallia.com/platform/voices/>  
<https://apps.apple.com/us/app/medallia-voices/id1155663932>  
<https://vimeo.com/206295382>

## Skills

User centric design, interaction and visual design skills, Advanced prototype with design tools and in code, strong goal oriented leadership style, entrepreneurship, mentorship, Responsive and Accessible design.

## Education

**Product Management FGV** (Brazil) - Certificate in Product management, 2009  
**Marista University** (Brazil) - System for Web, Associate Degree, 2006-2008