

I'm a product designer and recognized HCI thought leader with over a decade of industry experience. As a lead product designer at Meta's Horizon Workrooms, I solve complex product problems in VR/AR applications. I have a track record of delivering empathic design and business results; previously, I oversaw product design and strategy leadership at Wonder, and led cross-functional design teams at Samsung. I have designed and launched successful products with large organizations, and have innovated with startups to roll out new ventures worldwide. I have spoken at international events, and helped co-found and advise various non-profits including The Metagovernance Project and Roote foundation.

EXPERIENCE

Lead Designer
Meta/Reality Labs
2022 - Current

I collaborate with researchers to better understand user needs in VR and work closely with engineers to prototype new solutions that substantially improve the UX in productivity use cases in VR/MR. Projects include Magic Rooms (featured by Mark Zuckerberg at Connect 2022) and AR-based interaction patterns shipped with the new Meta Quest Pro. My contributions have had short-term product impacts while also influencing future redesigns and hardware development.

Principle Designer
Wonder
2020 - 2022

As the principal designer and part of the founding team, I led product design initiatives spanning user research, growth, branding, and product strategy. I worked closely with the researchers to understand user needs, informing core product/strategy decisions and new product developments. My contributions allowed the company to innovate successfully; Wonder achieved product and design maturity in addition to reaching 1m monthly users in 15 months.

Independent Product Designer
2017 - 2020

As an independent designer, I worked with startups and founders to drive the development and research of new technologies and products in the AI/ML, blockchain, and crypto payments space. During this time, I co-founded the research non-profit The Metagovernance Project with Creative Commons' co-creator Lawrence Lessig, and advised the Roote Foundation on design strategy.

UX Design Lead
Samsung
2012 - 2015

I led a multi-disciplinary team of designers and contributed to multiple projects in the mobile and wearable tech space. Most notably, I contributed UX design for the Gear S and Galaxy Tab, and played a crucial role in the OS redesign. As a design lead, I led the research, concept, and design of two wearable cameras (including 4 IPs related to photo capture/management). I also worked with Samsung HQ to design and develop their global mobile accessibility strategy. Collectively, my contributions have impacted more than 300m users worldwide.

Senior Information Architect
Globo.com
2011 - 2012

I led the design and development of mobile products for the leading network conglomerate in South America (Globo.com), collectively reaching 800k downloads. I led a team of designers and engineers from product discovery to 3 successful launches. Most notably, the award-winning Globo Sports iPad app – a first-of-its-kind companion app – allowed users to watch soccer while experiencing in-game statistics. With 300k downloads, the app was in the Brazilian App Store's top ..

EDUCATION

Strelka Institute
2019

Mills College
2015 - 2017

Pontifícia Universidade Católica do Rio de Janeiro
2011 - 2012

University of Rio de Janeiro
2004 - 2008