

# I'm a Product Designer who loves - really loves <3 - Design!

Geometry, color / psychological concepts, and innovative tools - those are the aspects that moves me in the design world.

I believe that by using the basic principles of the design and by being multidisciplinary it is possible to develop any product (from underwears to aeroplanes).

"If you can design one thing, you can design everything"  
- Massimo Vignelli

"Design is so simple, that's why it's so complicated."  
- Paul Rand

## My designer journey

- A history board of how I became the person and designer I am today -

### 1988 - I was born in Brazil ▼ -

I was born in a seaside town on the northeast of Brazil, even though I spent almost my entire life in a countryside city, Campina Grande.

### 1996 - I got in my first Drawing classes ▼ -

I always loved to draw and to make handicrafts, so I got in my first Drawing and painting classes as a kid.

### 1998 - I lived in New Jersey during one year ▼ -

I moved to New Jersey with my parents and sister. My teacher at the time, Mr. Macy, suggested that I come back to the US to study arts.

### 2007 - My freshman year in Design College ▼ -

I began to study Industrial Design in the Federal University of Campina Grande - the human-centered design was always present in our daily life as students.

### 2009 - I was finalist in a national furniture design context ▼ -

I was selected one of the best five furniture student in a national design contest.

### - Ergonomics background -

I also had my first teaching experience as a teacher assistant in Design Applied Ergonomics.

### 2010 - I was a trainee in Fashion Design ▼ -

I had my first professional experience in the market as a trainee. The company produces naturally colored cotton - innovative sustainable technology that provides four different colors of fabrics without the use of artificial dyeing. There I designed a small collection.

### 2011 - My graduation ▼ -

I finished my undergraduate in Industrial Design - I created a kitchen utensil with emotional design concepts for my final thesis.

### - Interior Design background -

I became a trainee as an Interior Designer in a modular furniture company, it was an interesting experience for me since I had to deal directly with clients in order to solve their problems related to their rooms layout.

### 2012 - I had my first job that improved my organization capacity ▼ -

I was a Junior Designer at a farm machinery factory, I worked improving and redesigning parts of the products to achieve better production processes and optimize the product's usability while reducing costs. I also reorganized the material used by the workers to manufacture the products seeking a better understanding of their process by them.

### - Sustainability background -

At that same year, I was a participant of a summer class in the Federal University of Paraná that was focused on sustainability, where I created with my classmates group an article about a non-profit organization that shared books in a recycling box.

### 2014 - Eurotrip: Germany, Holland and England! ▼ -

Getting in touch with things I've seen in Art History class inspired me! Specially around the Bauhaus school.

### 2015 - I began my UI/UX journey ▼ -

I started at the Distributed Systems Laboratory, there I worked in many innovative and social engaging projects. Working together with developers, I used prototypes to improve the communication of my ideas, while learning their technical language including CSS and HTML through the codecademy.com online course.

### - A foot in the fashion -

At that time, I decided to take also fashion construction classes. That is something I've always been passionate, as I have grown up in my grandmother's seam atelier.

### 2016 - Me and my friends won a national app context ▼ -

This contest was hosted by the Brazilian Government. The goal was to create and develop apps to help the fight against the corruption. That is a boring topic for the majority of the population, but we found a fun way to deal with the problem, which was our app - *As Diferentonas*. Today Brazilians can follow where the public money is being spent in a easy way by filtering the data and also being able to report illegal situations.

### 2017 - I moved to San Francisco ▼ -

For me, it is a dream coming true to live in a city full of history and different cultures, having the opportunity to live new experiences and to change myself as a person.

Since I arrived, I did things that inspired me and opened my mind as a designer - Advanced drawing classes at SFAI and Fashion construction classes at AAU and Master in Design at SFSU.