

I'm a Lead Product Designer with **7+ years** of experience in focusing on Digital Products. I worked on both web and mobile platforms for B2B and B2C companies and startups, not only looking to meet user needs but also driving business growth. I have also dedicated time in my career to mentor other Designers. Alongside capable product and engineering teams, I have worked on solutions that impacted people around the globe in industries such as fintech, insurtech, education, manufacturing and more recently insurance, leading a team of four Product Designers over one of the biggest non-standard insurance providers in the UK, serving 300,000+ customers across multiple products and brands. I specialise in solving complex problems for systems at scale and managing high performance Design teams.

● EXPERIENCE

○ Acorn Group - Lead Product Designer

oct/2024 - now

- Educating the company on UX through a series of internal educational projects, growing the UX maturity from level 1 to 3 in the first year, using the NN Group scale as a reference), which has led the Product Design team to grow from 2 to 8 members;
- Ensuring design consistency across 10 different brands in the Group through the creation of new processes and quality standards for the Product squads;
- Contributing as an IC Product Designer in the B2B team, designing the MVP of a new desktop portal for the company's wholesale business, a platform where brokers can quote and manage Acorn policies sold to their customers. With this new platform, we expect to decrease the amount of broker's call centre requests by 50% by the end of 2026.

○ Zaptic - Senior Product Designer

aug/2022 - sep/2024

- Working end-to-end on the product life cycle of a SaaS enterprise product for the manufacturing industry, aimed at solving complex challenges within a connected worker platform. The solution helps shop floor managers visualise data and capture knowledge from an ageing workforce while enhancing safety and efficiency for workers through clear, digital work instructions on-the-go;
- Managing client requests from diverse industries while prioritising the experience of thousands of users across +20 countries. This approach has resulted in software that is industry-recognised for its ease of use, trusted by clients like Danone, Carlsberg, Asahi, and Hovis;

- Alongside the Product, Design, Customer Success and Development teams, I worked using agile methodologies to continuously deliver cross-platform features and improvements, contributing to a scaling NRR of 132% in the first quarter of 2024;
- Proposed and led the development of a new design work process aiming to increase the quality of deliveries, significantly reducing the raising of design backlog tickets by an estimate of 50%.

○ Ultima School - Mentor

may/2022 - dec/2022

- Taught Accessibility and Prototyping classes in an online UX Design course.

○ Poatek IT Consulting - Senior Product Designer

dez/2021 - aug/2022 (Senior Product Designer)

aug/2020 - dez/2021 (Product Designer)

- Worked on global projects for B2B and B2C enterprises across various platforms and industries, such as education, insurtech, and supply chain;
- Collaborated closely with a development team to deliver continuous feature improvements for Farmer Connect, a leading Web3-based startup in the supply chain industry;
- Led the redesign of their B2C website with a strong emphasis on usability, which improved and successfully secured new customers with newly added capabilities and better user experience;
- Experienced in mentoring and leading junior designers, as well as being responsible for the in-company UX Mentoring program, which aimed to teach UX concepts to colleagues in different roles;
- Facilitated workshops with different stakeholders using methodologies like Design Sprints and the Double Diamond framework.

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Sicredi Cooperative Bank - UX/UI Designer

aug/2019 - jul/2020 (junior)

sep/2018 - jul/2019 (intern)

- Responsible for designing delightful user experiences for the mobile app and back-office platform in a digital transformation project;
- Spearheaded the design and implementation of 2 new loyalty programs targeting different audiences, overseeing the entire design cycle (user research, ideation to launch and ongoing optimisation);
- Focused on understanding user behaviour to create a banking loyalty program that did not reward its users for spending more money, but for moving their daily operations to our app, being consistent with the company's financial health principles;
- Led the Digital Accessibility workgroup, helping ensure an inclusive and user-friendly platform.

Grupo RBS - Visual Designer & Marketing Assistant (part-time)

mar/2018 - sep/2018

- Designed high-impact visuals for social media and print, boosting acquisition and retention throughout the available plans;
- Created and optimised landing pages for acquisition and marketing campaigns, supporting the generation of qualified leads.

Grupo Makena - Visual Designer & Marketing Assistant (part-time)

mar/2017 - mar/2018

Studio Feijó - Visual Designer & Marketing Assistant (part-time)

aug/2016 - mar/2017

School of Business, UFRGS - Visual Designer (part-time)

aug/2014 - aug/2015

EDUCATION

Bachelor's degree in Visual Design (UFRGS)

dec/2019

Exchange student in Graphic Design BA (DMU)

sep/2015 - aug/2016

Awarded with the Science Without borders scholarship programme.

LANGUAGES

Portuguese: native

English: fluent

Spanish: intermediate

SKILLS

UX Design

UX Research

User flows

Responsive web

Native mobile

User testing

Data-driven design

UI Design

Motion Design

Design Systems

Accessibility

Quick prototyping

Data visualisation

Figma

Mentorship

Lean/Agile

Stakeholder management

Cross-functional teams

SaaS/Complex systems

Design leadership

Miro