



SKILLS

Software

Illustrator
Photoshop
Sketch
InVision
Figma
Framer X
Zeplin
Principle
Marvel
Keynote

Design

User Interface
Design research
Visual Branding
IA
User testing
Design Strategy
Prototyping
Design Systems
Storytelling
Graphic Design

Coding

HTML
CSS

Other

Marketing Strategy
Business Development
Salesforce
Branding

EDUCATION

CODAISSEUR DESIGN ACADEMY

Amsterdam, NL | Oct'18 - Dec'18

User Experience and User Interface Design Academy

GENERAL ASSEMBLY

London, UK | Feb'18

Digital Product Management

BUSINESS SCHOOL SÃO PAULO

São Paulo, BR | Feb'12 - Dec'14

MBA in Marketing

UNESP - BAURU

Bauru, BR | Feb'04 - Dec'09

Bachelor in Product Design

LANGUAGES

English (Fluent)
Spanish (Fluent)
Portuguese (Fluent - Native)
Dutch (Intermediate)
日本語 - Japanese (Basic)

EXPERIENCE

May'17 | **NEW 10 • ABN-AMRO** | AMSTERDAM, NL

Mar'18 | *UX Designer*

- Creation user flows, wireframes, prototypes, high fidelity mockups, and detailed UI and visual design specifications for desktop and mobile.
- Building experiences based on user-centric design: develop or work from user-profiles and conduct task analysis, create user scenarios or user stories.
- Working closely to product management teams and highly technical development teams to support product launches. Bringing balance between business and user needs.
- Conducts user research and testing.
- Facilitator in Design Sprints.
- Delivering a fast, clear and simple experience for small entrepreneurs looking for a loan.
- A part of the fast-growing Agile team.

May'17 | **STARBUCKS COFFEE COMPANY EMEA** | AMSTERDAM, NL

Mar'18 | *Design Coordinator*

- Analysis of key areas of design performance and processes.
- Leading strategic planning, outsourcing, and resource management.
- Maintaining databases for design output.

Oct'12 | **THE WALT DISNEY COMPANY** | SÃO PAULO, BR

Sep'16 | *Senior Product Designer / Owner*

- Worked closely with multiple stakeholders to obtain the best optimal requirements for the product.
- Design of products, creating mood boards and brand direction screens for partners;
- Market mapping and consumer trend research.
- Received the STAR Award and VoluntEAR Of The Year in 2015 and Thank You Award in 2014.

Mar'10 | **REDIBRA** | SÃO PAULO, BR

Sep'12 | *Senior Creative*

- The leader of the Marketing & Trade Marketing design department.
- Experienced in digital marketing (e.g., Email marketing), and in retail marketing.
- Received Best Performance award in 2010