

Work Experience

- Aug 2018
-Jan 2025

Senior Product Designer

Consulate General of Brazil · NYC, NY

- Conducted evaluative testing with 10+ participants using Figma and UserTesting.com; helped to synthesize and design in response to findings which reduced bounce rate for primary user flow by 30%.
 - Created a plan to merge related products into one, more streamlined product, resulting in a 25% reduction in design costs.
 - Performed user research using a variety of methods including surveys, interviews, and usability tests to better understand the needs and preferences of the Brazilian community living abroad.
 - Designed visually appealing and informative print materials, including brochures, flyers, and posters, to promote the Consulate General's events and services.
 - Worked closely with diplomats to communicate their messages effectively through design, resulting to 35% increase in visibility and greater support from the Brazilian community.
- May 2014
-July 2017

Senior UX Designer

Farinelli · Rio de Janeiro, Brazil

- Led the full redesign of a real estate website and mobile app, resulting in a 25% increase in user acquisition and improved overall engagement metrics.
 - Created a seamless and intuitive user journey, making the platform easy to navigate and visually compelling, which encouraged users to confidently rent and purchase properties without needing in-person visits.
 - Developed high-fidelity prototypes and interactive flows tailored to home seekers, emphasizing clarity, trust, and convenience in every step of the buying and renting experience.
 - Collaborated closely with product, engineering, and marketing teams to align UX goals with business objectives, ensuring a consistent and brand-aligned experience across platforms.
- Aug 2011
- Jul 2014

UX Designer

Globo · Rio de Janeiro, Brazil

- Led end-to-end design of user-centric web and mobile applications, ensuring seamless experiences.
 - Cooperated with cross-functional teams to define user needs and translate them into actionable design solutions.
 - Conducted user research through interviews, surveys, and usability testing to inform design decisions.

Summary

I'm a Product Designer with a background in graphic design, interaction design, and music. For over six years, I've improved the digital presence of the Consulate General of Brazil in New York. I'm passionate about community, storytelling, and using design to create meaningful, user-centered experiences.

Education

- EBAC

UI/UX Design - 2017-2018
- Point Blank Music - London, UK

Diploma in Music Composition 2009-2011
- Estacio de Sa

BA in Industrial Design - Product Design 2005-2009

Skills

User Research
UX Strategy
Wireframing
Prototyping
Interaction Design
User Interface Design
Design Systems
Basic in CSS
Sound branding
Collaboration
Communication

Tools

Figma
InVision
Sketch
Adobe Illustrator
Adobe Photoshop
Adobe XD
Miro
Mural
Notion
Final Cut Pro X
Ableton Live
Pro Tools