

PRODUCT DESIGNER – BETBULL (B2C startup) JAN 2019 – JAN 2020/ London

UX Designer and CRM Design specialist

- Led the Creative team and mentored one junior designer.
- Developed brand design strategy for the digital marketing team using OKRs and achieving important milestones for customer acquisition.
- Responsible for acquisition and retention design campaigns.
- Email design on for retention customers using mailchimp.
- Produced motion design solutions for Social Media campaigns using After Effects.
- Carried out market research, persona development, competitor analysis and customer journey for the team.
- Facilitated ideation session for new campaigns.

DIGITAL AND UI DESIGNER – BRANDFORMULA (B2B) AUG 2017 – JAN 2019/ London

UI & Micro Interactions specialist

- Worked with insurance companies like Liberty insurances, ASPEN, Allianz and others.
- Designed motion graphic videos for client websites.
- Created corporate animations for conferences and events such as FERMA and BIBA
- Developed all their micro-interactions and UI elements for the webpage.
- Created animated GIFs, graphics for Social Media, 3D and Branding material for financial service brands.
- Collaborated with the UX team, prototyping apps on After Effects for shareholders presentations.

GRAPHIC DESIGN FACILITATOR – CAPGEMINI (Consultancy) JUN 2016 – AUG 2017/ London

Graphic Facilitator specialist for Business events

- Helped to solve corporate complex problems through visual communication projects through tailored events.
- Facilitated business sessions and organised design events.
- Created graphic scribing walls during live presentations, summarising presenters content and important information.
- Supported the internal agency producing graphics, videos, scribing, animations and photography.
- Created interactive games using Intuiface Composer for events.

GRAPHIC DESIGNER – CIG (B2B Publisher) JUN 2016 – AUG 2017/ London

Books and Magazines designer

- Developed printed publication layouts
- Created animated UI interactions, motion graphics and GIFs.
- Helped to create graphics for all events and awards involving pharmacies in the UK.
- Designed mockups and displays for magazines
- Created design learning material.

GRAPHIC DESIGNER – NISSAN (B2C) JUN 2013 – MAY 2015 / RJ – BRAZIL

UX Designer and CRM Design specialist

- Developed printed publication layouts for magazines and books.
- Created animated user interactions, motion graphics and GIFs.
- Helped to create graphics for all events and awards involving pharmacies in the UK.
- Designed mockups and displays for magazines
- Created design learning material.

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EDUCATION

Master User Research Course – Experience Haus

Jun 2024 / London – UK

Advanced UX design and research studies

- User Research methodologies
- Study Guides
- Client Project

User Experience Course – General Assembly

Mar 2021 – May 2021 / London – UK

Advanced UX design and research studies

- User Research techniques
- Ideation, personas and wireframes
- Gamification
- App design
- Intro to UI Design
- Figma and XD advanced training

BA EXCHANGE PROGRAMME – IADE

FEB 2012 – AUG 2012 / LISBON – PORTUGAL

Advanced design studies specialisation in Graphic Design.

- Typography and History project

BA INDUSTRIAL DESIGN – PUC-RJ

AUG 2008 – DEC 2012 / RJ – BRAZIL

5 Year BA in Visual Communications Design and human-centred projects.

- History and theory of design.
- Principles of drawing and design.
- User experience projects

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VOLUNTEERING

PD LADIES London

Jun 2023 - present / London – UK

Education Leader for a Product Designer community for women in London.

- Helped creating events and became a leader and mentor for many new designers and researchers.
- Became a speaker to events in product to help women develop in their careers.

Blue cross – online volunteering

Nov 2020 - present / London – UK

The animal centre helps saving pets all over the UK.

- Created graphic design small projects to help them get new donations and save pets.

Instituto Nissan project – Favela Community centre

Mar 2015 / Rio de Janeiro – Brazil

Nissan of Brazil supports sports centres on Rio de Janeiro community, so in order for kids to play sports they also need to go to school and be part of artistic activities.

- Helped kids to develop a newspaper for their community where they could share all projects they were involved.
- Event volunteer, teaching kids how to paint