



## EXPERIENCES

### SENIOR DESIGNER - CONCRETE SOLUTIONS

2016 UNTIL NOW

Applications and website's interfaces for biggest Brazilian financial institution and multi-national Brands (layouts, guidelines and assets). Conception and project improvements using different methods like: product discovery, benchmarking, idealization of personas and proto-personas, flows, use cases, prototypes, interviews and usability tests. Work in agile/scrum teamwork, direct dealing with Product Owners and team.

### PRODUCT & UX/UI DESIGNER - INFRACOMMERCE

2014 - 2016

Focused on the concept and development of e-commerce projects (wireframe, visual, sitemap, etc.) and product and platform improvements based in usability studies and methods. Development of campaigns, online banners, email marketing and remarketing. Direct deal with the client, from the briefing meeting to layout presentations and deliver.

### SENIOR DESIGNER - EDM2 MARKETING

2013 - 2014

Work with integrated marketing services that result in the success of the company. Concept and development of branding, websites and apps layout for institutional brands and e-commerce, newsletter, email marketing, social media, advertising folders.

### DESIGNER - GROUPON

2011 - 2013

Image's research and treatment, art's conception and creation for main image and body of the deals, development of stamps and special brand projects for the Marketing area.

## EDUCATION

### UX BOOTCAMP | HUGE & TRAMPOS.CO

2016

Intensive course held with a Brazilian team from HUGE, one of the top UX agencies in the world. The main focus of the course was the study and application of the methodology used by them with a prominence in Research and Concept area.

### UX CONFERENCE | N/N GROUP

2015

UX one week in-depth course. Lectures and dynamics ranging from basic fundamentals to details of psychology and user behavior, best practices, trends and mobile fundamentals.

### PRODUCT DESIGN BACHELOR DEGREE - MACKENZIE

2007 - 2010

Bachelor degree in one of the main Brazilian's university of Design. After a broad vision of design in the first year, I opted for a specialization in Product Design for bringing me a good knowledge of materials, development possibilities and points of view.

- DESIGNER
- 27 YEARS OLD
- SÃO PAULO | BRAZIL
- 8+ YEARS OF EXPERIENCE

## SKILLS

ILLUSTRATOR



PHOTOSHOP



INDESIGN



SKETCH



INTERFACE & VISUAL



UX PROCESS



INVISION & CRAFT



AXURE



WORDPRESS, HTML & CSS



## CERTIFICATION

### UX CERTIFIED

N/N GROUP

Certification acquired in March's 2015, after 1 week in-depth with targeted learning about the most important UX topics and techniques. Lectures and dynamics focusing on best practices, mobile and user behavior.