

+ Professional Summary

Senior Product/UI Designer with 10 years of experience designing SaaS, marketplace, and mobile/web products across beauty, fintech, retail, and edtech. Known for owning Design Systems end-to-end, from workshops to documentation and cross-team adoption, and for pairing original visual craft with AI-assisted design and prototyping workflows to move faster from concept to production-ready UI. Applies accessibility (WCAG) and responsive design standards across all deliverables.

+ Core Skills

Product & UX Process	User Research & Interviews	Discovery & Ideation	Usability Testing	Agile Collaboration	Stakeholder Presentations							
Design Systems & Ops	Design System Creation & Documentation	Component Libraries	Design QA	Dev Handoff	Design Workshops							
Visual & UI	Web, iOS & Android UI	Responsive Design	Accessibility (WCAG)	Visual / Brand Design	Multi-style Creative Direction	Wireframing & Prototyping						
Design & AI Tools	Lovable	Claude	Figma	Figma AI	Midjourney	Notion AI	Google Antigravity	Cursor	Sketch	Adobe XD	Photoshop	Illustrator

+ Professional Experience

Bernoulli Educação Senior Product Designer <i>via TriggoLabs, Design Consultancy</i>	May 2025 – Jul 2026
- Designed and prototyped the user experience for a new white-label platform; created, documented, and published the brand's Design System. - Designed interfaces and visual components using AI-assisted tools, including Figma AI, Lovable, and Claude, to accelerate concept-to-prototype workflows. - Participated in user testing sessions to validate the platform's core flows.	
Natura & Co Senior Product Designer <i>via TriggoLabs, Design Consultancy</i>	Mar 2024 – Sep 2025
- Designed a new e-commerce SaaS application for beauty consultants across South America; created visual components for the full consultant journey across mobile and web. - Ran usability tests with platform users to validate flows before release.	
Mob2Con Senior Product Designer & Design Ops	Jun 2023 – Dec 2023
- Led research, discovery, prototyping, and testing for digital shelf-replacement products for supermarket chains; created and updated interfaces and the brand's Design System. - Mentored the design team on Design System adoption and governance practices.	
BTG Pactual Senior Product Designer & UI Specialist <i>via Try Consultoria, Design Consultancy</i>	Mar 2023 – Jun 2023
- Designed the complete Open Finance implementation flow across Web and Mobile; presented and validated user journeys directly with stakeholders. - Prototyped and tested the designed flows end-to-end.	
Nextbank Senior Product Designer <i>via Try Consultoria, Design Consultancy</i>	Jan 2023 – Mar 2023
- Led a group of UX designers through the pain-point discovery phase, researching and mapping improvements to the user journey within the bank's app. - Documented research and ideas collaboratively with the design team; presented findings to stakeholders.	
Veloe Senior Product Designer & Design Ops <i>via Try Consultoria, Design Consultancy</i>	Mar 2022 – Dec 2022
- Mentored the design team on Design System culture through structured workshops, creating a standardized system adopted across Veloe's brand clients. - Owned design hand-off to the frontend team and design QA across delivered work.	
APOIA.se Senior Product Designer & Design Ops	Jan 2021 – Feb 2022
- Led research, ideation, prototyping, and testing of new flows to improve conversion and onboarding; conducted user interviews to inform design decisions. - Redesigned the official website's homepage CTA, driving sustained growth in campaign-creation conversions and improved user retention; maintained the Design System.	
Duratex Product Designer	Aug 2019 – Dec 2020
- Conducted user testing, developed product personas, and designed an app and in-store totem interface simulating environments for VIP brand clients. - Designed a predictive search UI with dropdown suggestions, product thumbnails, categories, and trending queries, applying mobile-first, touch-friendly interaction patterns. - Drove production efficiency gains by reducing per-sprint deliverable turnaround time through streamlined workflows, component reuse, and standardized handoff; produced Design System components and designed the new official marketplace.	
DialHost Internet Product Designer	Aug 2017 – Jul 2019
- Designed management-platform interfaces from research and personas; created the brand's Design System. - Redesigned the official website and internal dashboard; analyzed and improved customer flow across sub-brands LetsCloud and Slinko.	

+ Education & Certifications

UNINTER Centro Universitário Internacional Bachelor of Fine Arts <i>(in progress)</i>	2026 – 2030
Universidade Paulista Bachelor's Degree, Graphic Design <i>(completed)</i>	2018 – 2020
Certifications: AI-Assisted Design, Asimov Academy (2026); AI: Topics and Practice, Instituto Conhecimento Liberta (2025 to 2026); Design Ops and Design Systems, Meiuca (2023).	

+ Languages

Portuguese: Native | English: C1, Advanced