

🔗 SKILLS

Life

User interviews, user personas, user flows, wireframing, prototyping, usability testing, dev accompaniment, data visualization, teach and mentor new designers, lecturer.

Fluent Portuguese, Hebrew, English.

Programs

Figma, Sketch, Zeplin, Adobe Creative Cloud, Axure, Hotjar, Mixpanel, Proto.io, AI tools (GPT, Nanobanana)

🎓 EDUCATION

Bachelor degree in graphic design with an emphasis on communication and marketing
ESPM, Brazil
2006 - 2010
Total grade of 90.2

🏆 AWARDS

First place in the design category in the ESPM third annual awards competition
ESPM, Brazil
Oct, 2008

🏢 EXPERIENCE

EverAfter

PRODUCT DESIGN LEAD

Jan 2020 - Present

Leading the creation of EverAfter's product design from scratch by interviewing prospects and design partners, prototyping, concept design, detailed design, interaction design, animations and microanimations. Conducting usability testing and analyzing user behavior through Fullstory recordings. Integrating AI into the design process for rapid prototyping and design improvements. Working with product managers, engineers, and customer success teams.

Enabley (formerly Time To Know)

SENIOR PRODUCT DESIGNER

May 2019 - Dec 2020

Leading the user experience and visual communications of Time to Know's digital learning platform by researching, meeting users, wireframing, prototyping, doing feature maintenance, usability testing and analyzing data. Working on the rebranding of the innovative Unified Content Experience. Working with product managers, head of marketing, customer support and developers.

Behalf

SENIOR PRODUCT DESIGNER

Apr 2017 - May 2019

Designing Behalf's user experience and visual communications by researching, wireframing, prototyping, doing feature maintenance, usability testing and analyzing data. Working on the creation of the Embedded User's features and visions. Lecturing about my Product Design Method. Working with product managers, compliance and legal, head of marketing and developers.

Hewlett Packard Enterprise - Service Anywhere

UX/UI DESIGNER

Nov 2015 - Jan 2017

Designing UX/UI features of web and mobile applications by researching, wireframing, prototyping, and doing feature maintenance. Being a technical authority in user interface design. Teaching new designers. Working with product managers, functional architects, and developers.

UI Human Factors LTD.

SENIOR UI DESIGNER

Nov 2014 - Nov 2015

Designing projects with several designers for clients such as: HP, ForeScout, Nice and more. Being a technical authority in the UI design group. Creating visual concepts from scratch for many company types.

UI Human Factors LTD.

UI DESIGNER

Apr 2011 - Nov 2014

Designing web, desktop, and mobile interfaces and visual concepts for clients including Intel, SAP, and Dell.