

education	ESPM (Higher School of Advertising and Marketing)	Bachelor in Visual Design with Focus in Marketing 2011 – 2014
experience	Oowlish Product Designer Senior 2021 – Now	Identifying the key area for focus, crafting flows, conducting concept testing, conducting user research and user tests, designing high-fidelity mockups, prototypes wireframes, prototypes, design systems, and conducting presentations to stakeholders- all collaborating with the development and product teams and working with other user experiences designers. My main projects are the Great Pet Care products: e-commerce, article website, account web, and app platform. Products with 1 Million+ monthly readers. I also worked with Guaw, Pawprint Oxygen, The Lanners and Angel Paw. oowlish.com
	Pmweb UX Designer Engineer 2019 – 2021	Identifying the key area for focus, crafting flows, conducting concept testing, conducting user research and user tests, designing high-fidelity mockups, prototypes wireframes, prototypes, design systems, conducting presentations and workshops to stakeholders, and helping the junior UX designer colleges - all collaborating with the development and product team. My main projects were the Letsbook Booking Solutions and Pmweb CRM Platform, platforms used by more than 1,200+ hotels in Latin America. pmweb.com.br/en/
	4all UX Designer Engineer 2018 – 2019	Working in an agile team to design wireframes, prototypes, screens, and design systems. Enabling people to better plan and take action on their saving problems. My main projects were a responsive CDP platform called Iris and a gastronomic app called Share Eats.
	UX Designer Junior 2017 – 2018	4all.com/en
	Agência 3G Planning UX and Brand Designer 2016 – 2017	Working with a multi-disciplinary team to design logos, brand guides, wireframes, UI style guides, social media posts, and mail marketing to clients from deferents market sectors. agencia3gplanning.com.br
skills	Figma, Sketch, Adobe XD, Framer, Invision, Zeplin, Hotjar, Photoshop, Illustrator, Wix	Strategy: Business Model Canvas, Validated User Search, Competitors Analyse and Research, Storyboard. Research: User Interviews, User Tests, AB Tests, Design Critique. Writing: Brand Voice, Dialog Experience, Heuristic Evaluation. Interactive: Diagramming, Information Architecture, Prototyping, Design Workshops, Storytelling, Ergonomic Analysis, Pixel Perfect Design, Responsive Websites, Design System, Mobile App Design.
courses	Coursera	Google UX Design Professional 2022
	Udemy	UX Design Master Course 2017
	Udemy	UX & Design Thinking 2017
extra	4allhands	The inclusion group created by me and my colleagues at 4all focused on encouraging and promoting internal diversity events. 2019