



SUMMARY

Product Designer with 5+ years leading end-to-end product design through research, systems thinking, and scalable digital experiences that drive measurable outcomes.

EDUCATION

AI Design and Engineering

Asimov Academy

Building and applying AI platforms and tools to adapt and accelerate daily design workflows.

Product Design

Mergo

Business model, customer lifecycle/journey, hypotheses and testing, metrics.

User Experience Design

PUCSP

Information architecture, UX methodologies and techniques, advanced interaction design (UI), accessibility, metrics, heuristics.

Design

FAM

Visual design, innovative concepts and languages for graphic communication and interactive visual elements.

SKILLS

Product Design

- Product Strategy • Product Discovery
- UX Research • UI Design
- Design Systems • Product Thinking
- Prototyping • Information Architecture
- Data Analysis (Clarity, Maze, Qualtrics)

Tools

- Figma • Claude Code • Cursor • Lovable
- VS Code • Adobe CC

Collaboration

- Stakeholder Management
- Cross-functional Collaboration
- Documentation • Workshops
- Presentations • Jira • Notion • Miro

LANGUAGES

English

FLUENT

Portuguese

NATIVE

EXPERIENCE

Product Designer

Ânima Education

Mar '24 — Present

- Led end-to-end product initiatives across the institution's e-learning ecosystem, driving **strategy, discovery, execution, and cross-functional alignment** for the Student Portal and Checkout experiences.
- Launched the **IES** and **EBRADI** online course checkouts, contributing to significant conversion growth through research-driven design decisions.
- Established a scalable **delivery framework** that improved collaboration between design and engineering, accelerating product delivery.
- Designed and implemented a **multi-brand Design System** supporting multiple institutions while ensuring consistency, scalability, and faster product development.

UX Researcher

HAOC / Pulsati

Sep '23 — Jan '24

- Led research for the patient macroflow at Hospital Alemão Oswaldo Cruz, combining qualitative and quantitative methods.
- Conducted user interviews, field research, data analysis, and navigable prototypes to validate flows and reduce friction.
- Supported the update of a **B2B SaaS platform**, aligning research findings with product and engineering priorities.

UX/UI Designer

Claro / Spread T.I.

Aug '21 — May '23

- Collaborated with cross-functional squads across **Claro Pay** while leading the end-to-end evolution of **Claro Sócio**, from discovery to delivery.
- Facilitated discovery activities including research, benchmarking, ideation workshops, rapid prototyping and usability testing to validate product decisions.
- Defined the product vision behind the **Smart Goals** experience, transforming complex financial behaviors into intuitive goal-based interactions.
- Established interaction patterns and UI foundations that improved consistency across the Claro Sócio experience.

UX Analyst

MKOM

Dec '20 — Jul '21

- Designed complex **B2B SaaS** experiences for call center operations, translating business requirements into scalable product solutions.
- Conducted research and usability testing to uncover operational pain points and prioritize product improvements.
- Worked closely with product managers and engineering to align technical constraints with user-centered solutions.