

Overview—

A Lead Product Designer with 18+ years of experience and capabilities ranging in strategy, interaction design, product design, design systems, conceptualization/exploration, design operations, inclusivity & accessibility. I am a kind-hearted, growth-minded designer and mentor who will collaborate across teams and leadership to accomplish defined goals and objectives.

Key Skills—

Digital / Experience gained from both product and agency side roles across multiple sectors (Banking & Finance, Education, Fashion & Beauty, Food & Drink, Healthcare, Hospitality & Leisure, Manufacturing & Industrials, Not-For-Profit, Real Estate, Retail, Technology, Transport) across marketing communications, technology, interaction design, UI, design systems, products, mobile and e-commerce.

Design Systems / I have been building and overseeing design systems for the past four years with different brands. As a systems thinker, I think any digital property should be as well designed and managed as the surface the design system is built to go on. I have grown this capability over the past year to be required in every project, and essential to the client.

Strategy / A strategic thinker who is learning to drive insight from data and consumer behavior to formulate and articulate design strategies that increase engagement, reduce developer hand off times and improve ROI on projects. I strive to find better ways to work and ship products.

Management and Influence / Being a founder and director of a studio in Brazil for almost a decade, I'm able to operate and influence at all levels, communicate simply, engage both internally and externally in a collaborative way all while keeping teams focused, directed and in sight of the objectives and goals of the product, user and business.\

Experience—

Staff Product Designer - TELUS Digital

August 2025 - Present (Contract)

Willowtree was acquired by TELUS Digital. Working strategically with leadership (and CDO) for some of the most important clients, driving the vision in projects for clients such as FOX, Wiley, Allianz and Brunswick.

Staff Product Designer - Willowtree

August 2023 - July 2025 (Contract)

MAARK was acquired by Willowtree. Working strategically with leadership (and CDO) for some of the most important clients, driving the vision in projects for clients such as IBM, NBA, JPMorgan, Apple and Mastercard.

Lead Product Designer - MAARK

February 2020 - July 2023 (Contract)

In charge of leading the vision, design direction, creation of design system and visual design outcomes of some of the most important clients, such as Mercury Marine, Forrester, Manulife, John Hancock, Travel + Leisure, Ermi, Marriott and Maestro.

Senior Product Designer - Living Security

May 2021 - February 2023 (Contract)

Responsible for the redesign of the new logged-in experience and the new end user dashboard, creating a consistent Design system called Encode, that could work across 4 different products.

Senior UI/UX Designer - Astronomic

January 2019 - January 2020 (Contract)

In charge of different digital projects, helping emerging startups taking ideas from concept to company, delivering websites, dashboards, design systems, apps and branding experiences.

Senior Product Designer - Dijitally

October 2017 - Dec 2018 (Full Time)

I was able to create strong digital experiences for global brands such as Expedia (collaborating with their design system), Afterpay, OLA and Ovolo Hotels.

Senior UI/UX Designer - Y2+CO

April 2011 - October 2017 (Full Time)

||

Founder and Art Director - Y2+CO

March 2008 - March 2011 (Full Time)

Founder and director of a studio in Brazil for almost a decade and being able to operate and influence at all levels, working in projects from small startups to big corps. Clients: HUGE, Facebook, Expedia, 99 Taxi, Swift and others.

Education—

DesignOps Strategy

DesignOps Lab
2024

AI For Leaders

StartSe
2024

Scalable Design Systems

cfPRO
2023-2024

Data For Leaders

StartSe
2023

Bootcamp in Design Systems & Ops

Meiuca
2020

Graduate Degree in UX Design and Learning Experience

Institute of Instructional Design
2018-2019

MBA in Business, Entrepreneurship and Startups

Fast MBA
2017

BA in Marketing and Advertising

Methodist University of Piracicaba
2003-2006

Expertise—

Expert Level

Figma, Figjam, Miro, Sketch, XD, Acrobat, Photoshop, InDesign, Illustrator, Trello, Jira, Confluence, Google Docs, Notion, Whimsical

Good Working Knowledge

HTML, CSS, JavaScript, React, React Native, JSON, After Effects, Github, Sharepoint, MS 365, Teams, Planner, Zoom