

PROFILE

I'm a **Product Designer** with 10 years of design experience who likes to focus on the end-to-end process, from discovery to design. In all the projects I get involved, I take with me two goals: (1) to positively impact people's lives through **user-centered products**; (2) to generate **results**.

I have a breadth of experience from Graphic & **Visual Design to User Experience** & Interface design. This includes extensive practice in building digital products (from concept to **prototypes** and production) and collaborating closely with designers, business analysts, developers, and product owners.

SKILLS

- UX Design
- Design System
- Design Thinking
- Visual Design
- Product Design
- Wireframing
- Prototyping
- Branding

TOOLS

- Figma - Adobe Illustrator - Adobe Photoshop - Adobe Indesign - Notion - InVision

EXPERIENCE

Conte sua historia jun/2019 – Current (Salvador, BRAZIL)

↳ **Product Designer** (Self-employed) – B2B

Tell your story aims to help women grow in their areas of activity by strengthening their personal brand and using the digital world to monetize their knowledge.

BRS Par nov/2017 – set/2020 (Salvador, BRAZIL)

↳ **Marketing Analyst** (Full-time) – B2B/ B2C

Managing the 10 brands of the companies; Creating strategies to improve internal and external communication; Creating action plans to achieve the goals; Monitoring and measuring action plans; Conducting user research with end users to inform, ideate and iterate on designs; Creating user-centered wireframes to communicate design solutions to key stakeholders; Providing effective presentations to key stakeholders to communicate updates throughout the process.

→ I structured the strategic plan of 5 companies of the BRS Par Group, being businesses of different segments and with headquarters in different countries.

Eita! Estúdio Criativo set/2016 – dez/2018 (Salvador, BRAZIL)

↳ **UX Designer** (Home Office) – B2B

Research and understanding of the target audience of Eita! Creative Studio for the implementation of digital projects focused on the sale of the brand management service; Providing implementation of the Eita! Creative Studio Style Guide; Troubleshooting customer brand identity issues; Creating brands and user manual; Conducting user research with end users to inform, ideate and iterate on designs Conducting user research with end users to inform, ideate and iterate on designs.

→ I created a promotional product that increased the visibility of the business and attracted good customers.

Frente & Verso Comunicação Integrada fev/2017 – jan/2018 (Salvador, BRAZIL)

↳ **Visual Designer** (Home Office) – B2B

Managing the design team; Creating content for online media; Structuring strategies and implementing them; Holding meetings to monitor the work with the team and with the clients.

→ I managed the social media accounts of 4 companies and reached a peak of engagement and growth.

i9 Promo fev/2017 – jan/2018 (Salvador, BRAZIL)

↳ **Visual Designer** (Full-time) – B2B

Creating of promotional action for the public of the main malls in the city of Salvador; Creating visual proposal for the campaigns of the suggested actions; Following on approved actions until post-production.

→ I had two major promotional action proposals approved and implemented.

Intenships

SEBRAE jun/2015 – jan/2016, *Graphic Designer* (Salvador, BRAZIL)

CONDER mar/2014 – mar/2015, *Graphic Designer* (Salvador, BRAZIL)

UNIJORGE mar/2013 – mar/2014, *Graphic Designer* (Salvador, BRAZIL)

EDUCATION

- BA Hons International Business, Level 8, Dorset College (Dublin, IRELAND), 2022
- Design Thinking Practitioner by IBM Enterprise Design Thinking, 2022
- Empathy in UX Design by LinkedIn, 2022
- Brand Positioning by Brand School, 2018
- BA Hons Graphic Designer, Unijorge (Salvador, BRAZIL), 2016

HONOURS & AWARDS

- Hackathon Eudora | Boticário Group - 2nd place, 2017
- Hackathon + Salvador, CORREIO - 3rd place, 2017

LANGUAGE

- Portuguese, Native
- English, Intermediate