

EXPERIENCE

SENIOR PRODUCT DESIGNER

WELLHUB • SEPTEMBER 2022 TO PRESENT

- Led the redesign of the B2B quote request ("Get a quote"), with progressive disclosure and an interactive calculator. Visitor-to-MQL conversion rose from 1.8% to 2.6% (+44% lift), about 4,800 more qualified corporate leads per month, globally.
- Bridged Branding and front-end engineering in the global Gympass-to-Wellhub rebrand: the whole brand moved across the web ecosystem in 3 months, under a fixed deadline. The technical debt it exposed became the business case for Mantra DS.
- Led the creation of Mantra DS and of a new publishing workflow integrated with the CMS. Cross-squad handoff dropped ~35%, and Marketing WebOps went from 3 weeks to 4 days, on average, to publish a page.
- Mentored 2 junior/mid-level product designers in pair-design sessions on accessibility and systems thinking. One of them was promoted internally within 9 months.

SENIOR PRODUCT DESIGNER

HATHOR LABS • APRIL 2022 TO AUGUST 2022

- Led the end-to-end redesign of the digital crypto wallet (Desktop and Mobile), translating complex blockchain concepts into an accessible and intuitive interface for everyday users.
- Improved the usability of transaction flows. Support tickets about navigation doubts and transfer errors dropped 40%.

SENIOR PRODUCT DESIGNER

BRAZIL STOCK EXCHANGE - B3 • MAY 2021 TO MARCH 2022

- Designed a B2B SaaS analytics platform from scratch focused on the vehicle financing market, democratizing access to complex data for small and medium-sized banks.
- Created interactive dashboards and automated reports that cut market analysis time for financial institutions from hours to minutes. Adoption was high within the first months after launch.
- I mentored 3 data analysts in weekly design sessions and created the "Data & Design Sync", a bi-weekly squad ritual. The analysts started to look at data through how the client consumes it and to bring design into their own deliverables, to the point of ideating new products in Figma. The ritual ran for more than a year after I left.

PRODUCT DESIGNER

REDECARD - ITAÚ • SEPTEMBER 2018 TO FEBRUARY 2021

- Led the UI/UX design for Smart POS terminals (Android) and the App Rede, with a focus on digital inclusion and usability for micro and small entrepreneurs.
- Mapped physical and digital user journeys to create faster payment flows. Checkout friction dropped, and so did the average time per transaction.

Recognition:

- 2019 Highlight - "Committed to perfect CX"
- 2020 Best of the Year - "Gestão Fácil" Project

UI & UX DESIGNER

POLISHOP • JUNE 2017 TO SEPTEMBER 2018

- Led usability research and interaction design for the launch of Polishop's PWA (Progressive Web App).
- Cut friction in the mobile shopping flow: perceived load speed improved, and mobile conversion rose by over 15%.

ABOUT

Product Designer with over 10 years bridging UX, software development, and business strategy. Focused on B2B and B2C products that solve complex problems, cost less to maintain and, in the end, convert better.

CONTACT

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EDUCATION

POSTGRADUATE IN STRATEGIC DESIGN

INSTITUTO BELAS ARTES • FEBRUARY 2020 TO JULY 2022

Focused on innovation, organizational culture, and leading design solutions aligned with business objectives.

INTERACTIVE MEDIA DESIGN

UNIVERSITY OF EAST LONDON • JUNE 2014 TO AUGUST 2015

International specialization in planning and developing digital media focused on User Experience.

DEGREE IN SYSTEMS ANALYSIS AND DEVELOPMENT

FATEC - FACULDADE DE TECNOLOGIA • JUNE 2010 TO DECEMBER 2015

Solid foundation in software engineering, systems architecture, and the agile development lifecycle.

SKILLS

- UX Research
- UI and Motion Design
- Prototyping
- Usability Testing
- SAFe PO/PM Certification
- Fluent English
- **Design:** Figma (variables, tokens), Storybook
- **Code:** HTML, CSS, JavaScript, Git, npm
- **Data & AI:** Google Analytics, MCP, LLMs (Claude, Gemini)
- **Operations:** Jira, Miro, Strapi/Webflow