



Personal information

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About me


UX Designer with 10+ years of experience. Highly skilled in UX, UI, design ops, user research, people and project management.


Creating out of the box solutions, improving people's lives by solving their problems and the power to turn an idea into reality are the things that motivate me the most.

Expertise

 User Experience

 User Research

 User Interface

 Business Planning

Knowledge

Design Thinking Prototyping

A/B testing User Journeys

Design Systems Design Ops

User interview Data Analysis

Conversion Optimization Agile

Scrum People management

Front-end And more...

Languages

English - Advanced
Portuguese (BR) - Native
Spanish - Basic

Experience

Saúde iD - Senior UX Designer (Jun 2022 - Nov 2023)

My role, as part of the surgical sales team, was to design a user-friendly experience, effectively communicate the value of our services, and ensure a seamless process from purchase to surgery and recovery.

- Achieved a 23% increase in surgery sales by developing a new product page.
- Decreased dropouts at the payment stage by 32% by proposing and implementing new payment methods.
- Increased team productivity by 37% after implementing a new Design System.

Sp4ce - Team Lead (oct 2021 - Sep 2022)

Lead a high-performance team in order to create new solutions with Blockchain, in addition to creating a game focused on the same technology.

- Investment fundraising target met in the first round with investors.
- Project evolved 74% faster after team structuring and continuous feedback.
- MVP delivered on time, according to roadmap.

Duo System - Senior UX Designer (oct 2020 - Oct 2021)

Developed telemedicine applications and tools that are used both in the SUS (Universal Healthcare in Brazil) and in private hospitals. I participated directly in the evolution of already implemented solutions and in the creation of new products.

- Successfully reduced average appointment time from 21 to 14 minutes and increased the number of consultations with improvements in the workflow and features aimed at helping doctors save time.
- Enhanced average satisfaction rating from 7 to 9.
- Improved the product team productivity with a 48% increase in throughput and a 37% decrease in lead time after implementing a new Design System.

OSBR - Senior UX Designer (Sep 2019 - Oct 2020)

I had the responsibility to structure and evolve the design area and digital transformation of the company. Additionally, I guided the evolution of digital products for various projects.

- Acquisition of new customers increased by 27% and customer acquisition cost decreased by 32% after implementing user-profile-focused navigation.
- Satisfaction rating increased from 3.1 to 4.4 (On a scale of 1 to 5).
- Organic traffic rose from 13% to 33% after new flow focused in SEO

Jussi - Senior UX Designer (Oct 2018 - Sep 2019)

Participated in the evolution of digital products, e-commerces and help centers. The work was carried out within multidisciplinary teams, using agile methodologies and always guided by data.

- Decrease in the number of calls made through customer service channels by 41% with a new self-service help center implemented at a client. Additionally, the satisfaction rating with the help center increased from 2 to 7 (on a scale of 1 to 10).

Iteris - UX Designer (Nov 2014 - Oct 2018)

I worked on web systems, applications, portals, conversion pages and intranets. I participated in Scrum and Waterfall projects, always dealing directly with the client and its users, working to meet the business needs.

Education

Certificate - User Experience Design

Mergo User Experience (2017)

Graduation - Digital Design

Anhembi Morumbi University (2013 - 2016)

Certificate - Design and Visual Communication

ETEC Albert Einstein (2011 - 2012)