

Professional experience

UX/UI Designer / Critical Manufacturing (SaaS – Industrial Tech / MES)

Apr 2025 – Present | Maia, Portugal

- Designing intuitive user interfaces and optimizing complex industrial workflows for a leading MES (Manufacturing Execution System) platform.
- Collaborating with cross-functional teams (Developers, Product Owners, UX Researchers) to develop scalable UI solutions and enhance product usability.
- Supporting design decisions through usability testing and user research.
- Contributing to the development and documentation of the product Design System, based on atomic design principles.

UX/UI Designer / CMV (Manufacturing)

Dec 2022 / Mar 2025

- Led UI/UX design initiatives for the company website, improving usability and aligning the visual identity with market positioning.
- Implemented strategic design changes that increased lead generation and enhanced user engagement.
- Created wireframes, interactive prototypes, and UI components to ensure a consistent and user-friendly digital experience.

Brand & Communication Designer

Dec 2016 / Dec 2022

- Designed marketing materials and internal communication assets to strengthen brand identity.
- Developed sales materials and visual presentations to support commercial efforts and increase conversion.
- Ensured visual consistency across all communication channels, both internal and external.

Designer & Co-founder / Tino Comunicação (Advertising Agency)

Seasonal from May 2019 / March 2023

- Designed brand-aligned websites and digital assets to support client branding strategies.
- Developed presentations and visual assets, ensuring cohesive communication.

Designer & Art Director / Praetzel (Advertising Agency)

May 2013 / Mar 2016

- Led branding, advertising, and web design projects for clients in fashion, retail, and leisure, ensuring cohesive and impactful visuals across print, digital, and web media.
- Designed social media content, digital assets, and website layouts to enhance client brand identity while maintaining consistency in visual materials.

Junior Art Director / Escala (Advertising Agency)

Oct 2012 / May 2013

Designed materials for major Brazilian brands, maintaining visual consistency in external campaigns.

Assistant Art Director / Global (Advertising Agency)

Apr 2011 / Oct 2012

Developed visual strategies and high-quality assets for both print and digital platforms for renowned brands.

Marketing Analyst / Embratel Good Card (Employee Benefit Card Issuer)

Oct 2009 / Apr 2011

- Managed brand marketing campaigns and coordinated production of materials with third-party agencies.
- Supported acquisition campaigns and ensured brand guideline compliance across materials provided to the sales team.

Assistant Art Director / Prefeitura Municipal de Porto Alegre (City Hall)

Jan 2009 / Oct 2009

Designed posters and brochures for cultural events, aligning visual identity with the City Hall's cultural mission.

Junior Research Assistant / ESPM Jr. (Research Institute)

Mar 2008 / Jul 2008

Conducted literature reviews, organized interviews, and analyzed data for research on language education.

Education

Bachelor's Degree in Advertising and Marketing

ESPM - Superior School of Advertising and Marketing

Coursework in Design (2 years)

ESPM - Superior School of Advertising and Marketing

Licenses & Certifications

Google UX Design Specialization (by Google & Coursera)

Build Dynamic User Interfaces (UI) for Websites / ID: JBB6MYT0QUN0

Create High-Fidelity Designs and Prototypes in Figma / ID: H47MEEJUWW53

Conduct UX Research / ID: MYYX8YNRBH7Z

Create Wireframes and Low-Fidelity Prototypes / ID: 26W8K6HQ9WZC

Start the UX Design Process / ID: 2Z5H546FCVLK

UX Design Fundamentals / ID: KXP5LAEV2EPY

Tools

Figma / XD / Photoshop / Illustrator / InDesign / Lightroom

Languages

Portuguese (native) / English (advanced) / Spanish (advanced)