

Professional experience

Product Designer

Effizency (SaaS) | Aug 2025 - Present

- Creating intuitive and scalable interfaces for energy management software covering Solar PV systems, Heat Pumps, and EV chargers.
- Partnering with Product Managers to align user needs with product goals and translate complex requirements into seamless design solutions.
- Overseeing design handoff to developers, ensuring quality, consistency, and technical accuracy across implementations.
- Prototyping, testing, and iterating to validate user flows and enhance overall usability.
- Evolving the company's Design System and leading the redesign of key components to support a new interface rollout.
- Working within a SaaS environment that leverages automation and AI-driven tools to optimize energy design - focusing on clarity, usability, and seamless interaction flows.

UX/UI Designer

Critical Manufacturing (SaaS - MES) | Abr 2025 - Aug 2025

- Developed and refined user interfaces and workflows for a leading MES (Manufacturing Execution System) platform.
- Collaborated with Product Owners, Developers, and UX Researchers to improve usability and ensure scalable UI solutions.
- Conducted usability testing and supported design decisions with research insights.
- Documented and maintained components within the product Design System.

CMV (Manufacturing) | Dec 2016 - Mar 2025

UX/UI Designer | Dec 2022 – Mar 2025

- Led UX/UI initiatives for the company website, enhancing navigation and user experience while aligning visuals with brand positioning.
- Implemented interface improvements that increased lead generation and user engagement.
- Created wireframes, prototypes, and UI components to ensure a cohesive digital journey.

Brand & Communication Designer

Dec 2016 - Dec 2022

- Designed marketing materials and internal communication assets to strengthen brand identity.
- Developed sales materials and presentations to optimize engagement and conversion.
- Ensured visual consistency across internal and external communication channels.

UX/UI Designer

Tino Comunicação (Advertising Agency) | Seasonal from May 2019 - March 2023

- Co-founded and collaborated on UX/UI and web projects for clients across different sectors
- Designed user flows, wireframes, and responsive interfaces for eCommerce and service websites.
- Managed project timelines and developer handoff to ensure design quality and usability.

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

Embratec 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.

Art Finisher

Ética Impressora (Print Shop) | Sep 2008 - Dec 2008

- Finalized artwork for print, ensuring technical accuracy and quality standards.

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

Build Dynamic User Interfaces (UI) for Websites | Issued by Google. Credential JBB6MYT0QUN0

Create high-fidelity designs and prototypes in Figma | Issued by Google. Credential ID: H47MEEJUWW53

Conduct UX research | Issued by Google. Credential ID: MYYX8YNRBH7Z

Create wireframes and low fidelity prototypes | Issued by Google. Credential ID: 26W8K6HQ9WZC

Start the UX design process | Issued by Google. Credential ID: 2Z5H546FCVLK

UX Design Fundamentals | Issued by Google. Credential ID: KXP5LAEV2EPY

DELE Nivel B2 | Issued by Instituto Cervantes. Credential ID: 161104724008010032

Tools

Figma | XD | Photoshop | Illustrator | InDesign | Lightroom | Google Analytics | Hotjar | Notion | Miro

Languages

Portuguese (native) | English (advanced) | Spanish (advanced) | French (beginner)