

Professional experience

Senior Product Designer

Körber Pharma (SaaS MES) | May 2026 - Present

- Designing enterprise software for pharmaceutical manufacturing, translating complex operational and compliance requirements into intuitive user experiences.
- Partnering directly with Product Owners, stakeholders, and subject matter experts to understand workflows, validate requirements, and support product decisions.
- Conducting user research, workflow analysis, prototyping, and usability validation throughout the design process.
- Creating user flows, wireframes, and high-fidelity interfaces for data-intensive applications used in highly regulated environments.
- Driving the evolution of the Pharma Design System, improving scalability, consistency, and efficiency across products.
- Collaborating closely with engineering teams to ensure design quality, feasibility, and successful implementation.

Product Designer

Effency (SaaS) | Aug 2025 - May 2026

- 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) | Apr 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.

UX/UI Designer

CMV (Manufacturing) | Feb 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

CMV (Manufacturing) | Dec 2016 - Feb 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 multidisciplinary branding, advertising, and digital design projects for clients in fashion, retail, and leisure, ensuring consistent brand experiences across print, web, social media, and marketing channels.

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

Supported marketing and customer acquisition initiatives, coordinating agency partners and ensuring brand consistency across communication and sales enablement materials.

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 | Maze | Notion | Miro

Languages

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