

Summary

Product Designer with 10 years of experience across branding, visual communication, and product/UX design, 6 years single-handedly owning end-to-end design for complex, multi-platform systems used by real-world field teams, in service of major retail clients including Coca-Cola, PepsiCo, and Red Bull. Comfortable across both B2B and B2C, with deep expertise in design systems, UX writing, and AI-assisted design workflows.

Skills

Product Design (Figma) · Design Systems · UX Writing · User Research & A/B Testing · Branding · Visual Communication · Graphic Design · Web Design · AI-Assisted Design Workflows · Adobe Creative Suite

Work Experience	Product Design Lead VIDI · Remote 2022 – 2026	- Owned end-to-end UX/UI design and design systems across three VIDI products: VIDI Pesquisa (the mobile app used by mystery shoppers and auditors executing in-person retail audits for clients including Coca-Cola, PepsiCo, and Red Bull), an internal operations platform, and a second multi-platform product - Partnered directly with PMs and leadership to translate business problems into UX solutions, from early discovery through delivery - Developed AI-assisted design workflows (Figma MCP, Claude Code) for design system documentation and dev handoff, significantly cutting production time - Mentored the design team and presented design rationale to stakeholders and leadership
	Founding Product Designer TaskCheck · Remote 2021 – 2022	- Built the UI/UX design and design system for TaskCheck, a B2B SaaS platform, from the ground up as design lead, mentoring a junior designer - Joined client meetings throughout development to gather insights and presented design decisions directly to stakeholders - Drove user research and A/B testing to validate product decisions - Partnered closely with developers to ensure cohesive, on-brand delivery
	Graphic Designer & Comms Manager VIDI · São Paulo 2019 – 2021	Owned visual communication and design strategy company-wide, while progressively taking on UI/UX design responsibility for two core products: Portal OneVIDI (iOS & Android) and VIDI Pesquisa (Android)
	Graphic Designer DZN. · São Paulo 2017 – 2019	Developed branding strategy and identity design for small and medium businesses, delivering logos, websites, landing pages, and illustrations

Education

Bachelor's Degree, Design with a specialization in Visual Communication and emphasis in Marketing
ESPM · 2012 – 2016

Intensive Course, UX Design
Hyper Island · 2021

Languages

English (C2) · French (B2) · Portuguese (Native)