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DESIGN LEADERSHIP AND PRODUCT DESIGN

- 8+ years as a designer in retail and financial industries, ranging from the discovery process to creating features that benefit users.
 - UX leader since June 2020, managing design teams and increasing product design maturity.
 - Certified by Nielsen Norman Group, the most renowned UX and research consultancy in the specialty of interaction design.
 - UX Design mentor and teacher, helping UX design students with methodologies, giving feedback, and supporting projects.
 - Experience in facilitating activities aimed at identifying and solving problems with multi-disciplinary teams in agile environments.
 - Conducted user research and shared discoveries that contribute to growth in digital products.
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WORK EXPERIENCE

SANTANDER | SÃO PAULO, BRAZIL

Since Oct 2023

Content Design Manager Currently leading a team of 16 content designers working on increasing the reliability of Santander digital channels.

- Redrafted the brand's content guide, aligning its future with the design system. The 90-person design team uses the document.
- Orchestrated the design and execution of the initial navigation documentation for Santander's app, ensuring seamless integration of key functionalities to align with the company's strategic vision.

SBF GROUP | SÃO PAULO, BRAZIL

Jun 2021 - Sep 2023

Design Manager June 2022- September 2023 | Led the first Design CoE team (center of excellence), focusing on increasing the application of Design skills in products to ensure quality and scale.

- Reviewed processes and ceremonies, hired research tools, and created a skill evaluation model through Design Ops to reduce voluntary turnover from 86% (2021) to 11% (2023).
- Conceived a content design framework, connecting continuous discovery with the goals of the main brands. The way of acting became a reference for all 36 squads to learn faster about users through experimentation.
- Led tone and voice translation for Nike, Centauro, and two new brands. Hosted in the design system, connecting tone and voice applications with components. Implemented the documentation for the company and external suppliers.
- Set diversity goals for Design, Data, Product, and Engineering. Pioneered a women's mentorship program in Technology that impacted 58% of women in the VP with the mentorship.

Design Manager June 2021 – May 2022 | Led the UX team of Post Sales, Shopkeeper Products, SBF Ventures, and content design at Brazil's largest sports retailer and Nike distributor.

- Structured and managed the Product Design team at the SBF Ventures business unit. In partnership with the engineering, data, product, and ventures strategy teams, the team had a growth plan for 2022.
- Led the team and conceived the content design department with a 1-year strategy roadmap.
- Influenced the product strategy in the squads: Post Sales, Shopkeeper Products, Social Commerce, and the Fantasy Soccer app.

VIA | SÃO PAULO, BRAZIL

Nov 2020 – May 2021

UX Lead Led the UX team of logistics, shopkeeper products, and pick-up stores at the third-largest Brazilian retailer.

- Promoted talks about UX definition, content, and ROI for UX designers and IT professionals to set and develop the company's UX mindset. Presentations inspired upstream remodeling of the squads.
- Encouraged and influenced the team in validating hypotheses and making discoveries considering user journey optimizations based on product goals.

MIDWAY/RIACHUELO | SÃO PAULO, BRAZIL

Jan 2020 – Nov 2020

UX Lead Jun 2020 - Nov 2020 | Structured and managed the first Design team of the fashion retailing business unit.

- Developed the obligations and skills of product designers, together with the Product and Agile Coach teams, leading to the ground rules of the company expectations about designers' roles.
- Formulated a roadmap in collaboration with the Design team, identifying crucial focus areas for product design improvement: research, accessibility, interaction, and Design Operations.
- Proposed Kanban discovery, research, and upstream processes with peers from the product leadership (UX lead, product managers, and engineers). Changes contributed to increasing the portfolio maturity, collaboration and the upstream process.

UX Specialist | Jan 2020 – May 2020 | Acted on digital transformation at one of the ten largest retail chains in Brazil.

- Restructured the order tracking communication of digital channels, analyzed customer service tickets to identify customers' pains, and adjusted the brand tone of voice and information architecture. Implemented with the marketplace launch.
- Orchestrated a customer journey study, defined the MVP strategy for the store self-checkout, and collaborated with the Product team to validate it. Solution launched at the flagship store.

ITAU UNIBANCO | SÃO PAULO, BRAZIL

Aug 2015 – Dec 2019

Service Designer | May 2019 – Dec 2019 | Scaled the importance of financial education and decision-making through business products.

- Conducted research about the future of work and possible consequences for Brazilian society, which led to co-creation with the business, sustainability, and HR teams about impacts and solutions.
- Structured and led workshop training about cognitive biases and UX content at the company's internal development school.

UX Strategist | Jan 2017 – Apr 2019 | Initiated and acted on projects of immersion in behavior and trends to define business strategies in the largest bank in Latin America.

- Analyzed trends and business opportunities of green/renewable energy and proposed a portfolio with a multi-disciplinary team.
- Received an award in 2019 for defining a simplified bank account value proposition. Results boosted Itaú's digital wallet initiative, which now runs nationwide.
- Incorporated design thinking to analyze the mobile app and mapped journeys to propose a strategy for loans and customer retention. Results led to the implementation of key experience changes in a U\$9B/year product.

User Experience Designer | Aug 2015 – Jan 2017 | Improved the user experience in the bank's digital app by serving 53M clients and making interactions more enjoyable.

- Received a high-performance recognition award for pioneering UX metrics studies and communicating the value to the Digital Channels team. The presentation resulted in specific tool hiring and training more than 100 product designers.

WHIRLPOOL | SÃO PAULO, BRAZIL

Aug 2014 – Feb 2015

Content Marketing Restructured and organized descriptive content for the holding company's four e-commerce sites, evaluated usability improvements, and optimized internal content upload and management processes.

PHILIPS | SÃO PAULO, BRAZIL

Jan 2013 – Jun 2014

Product Marketing Intern Delivered analysis for packaging changes, an adaptation of national kitchen appliances products, and upgraded My Kitchen website. Management support of + 40 SKUs (60% of Personal Health revenue).

EDUCATION AND CERTIFICATES

ESPM – ESCOLA SUPERIOR DE PROPAGANDA E MARKETING - Sao Paulo, Brazil (Jul 2018)

MBA in Applied Consumer Sciences

ESPM – ESCOLA SUPERIOR DE PROPAGANDA E MARKETING - Sao Paulo, Brazil (Dec 2014)

Bachelor of Social Communication - Specialization in Marketing and Advertising

Skills and Certificates

NN/g Certified | Certified Scrum Product Owner | Perestroika - New Technologies Studies and Impacts |
IDF - User Research Best Practices (top 10% in class)

Languages

English – Fluent | Spanish – Intermediate | Portuguese – Native

Projects and Conference

UX/UI Lead Teacher – IronHack School, 2022-2023

UX Design Mentor – Awari School, 2020-2022

Volunteer mentoring about leadership and design – freelance, since 2020

Volunteer improving NGO's website considering content, SEO quality, and usability – Inspiring Girls Brazil, 2018-2019

Speaker at the largest global interaction design conference about impacts of accessibility in business (PT-BR) – ISA/ILA, 2017