

I'm a creative and passionate Visual Designer dedicated to creating visually stunning and user-centered designs. With a keen eye for detail, love for problem-solving, and deep empathy for users, I bring ideas to life through thoughtful, innovative solutions that inspire and engage.

## Education

### UX Design Postgraduate Degree

Senac  
Jan 2025 - Dec 2025

### Bachelor of Law

Centro Universitário Padre Anchieta  
Jan 2008 - Dec 2014

### Graphic Design Technical Course

ETEC Carlos de Campos  
Jun 2007 - Dec 2008

Completed multiple courses in UX/UI design, visual design, design thinking and design/prototyping softwares, to strengthen my ability to create intuitive and effective user experiences.

## Skills

### DESIGN

Design theory  
 Graphic design principles  
 Webdesign  
 Responsive design  
 User-centered design  
 Design thinking  
 Visual design  
 User research  
 Information Architecture  
 Wireframing  
 Prototyping  
 Usability  
 Usability testing  
 Interaction design  
 Design system  
 User interface design

### INTERPERSONAL

Communication  
 Collaboration  
 Presentations  
 Attention to detail  
 Creative problem solving  
 Project development  
 Multitasker  
 Passionate about learning  
 Self-taught learner  
 Spoken English  
 Portuguese (mother language)  
 Basic German (currently studying)

### TECHNICAL

Figma | Adobe XD  
 Photoshop | Illustrator | InDesign  
 Basic HTML/CSS

## Experience

### UX/UI Designer

Freelance  
Jan 2025 - Present

- Conduct in-depth **user research** and crafted **intuitive user experiences** to guide product creation and enhance visual communication strategies.
- Design **wireframes, prototypes, design systems** and **user interfaces** utilising **UX principles** and **user-centered** design practices that deliver smooth, intuitive experiences across devices, while staying true to the brand identity.
- Test, iterate, and improve** designs based on **feedback**, continuously enhancing the user experience.

### CEO, Graphic, Product, and Web Designer

Scraplooving Carimbos | Full-time  
Sep 2016 - Jun 2023

- Conducted **research** to understand users' needs, pain points, and behaviours through interviews, **mapping the users' journey** and conducting **usability testing**, always with the intent to **empathetically understand** their experiences.
- Planned and developed cohesive **visual design systems, responsive user-centered UI layouts** for web and mobile, and **interaction design patterns**, optimizing brand presence, **usability**, and user engagement across **multiple platforms** and devices, ensuring a **frictionless and delightful user experience**.
- Designed **innovative products** and created compelling **content** for social media platforms, driving audience interaction and brand growth.
- Managed business operations, including strategic marketing initiatives, human resources, and production supervision, ensuring operational **efficiency and team alignment**.

### Administrative Assistant

Banco do Brasil | Full-time  
Jan 2008 - Nov 2017

- Provided support to both internal and external clients, guiding them through **banking processes** and procedures, while ensuring efficient cash flow management and data analysis for informed financial decision-making.
- Worked closely with different teams**, including finance and operations, ensuring the successful implementation of internal projects and monitoring performance indicators.
- Collaborated closely with clients to understand their needs, problems, and pain points in order to **develop and deliver solutions** that meet their requirements.

### Graphic Designer

Rotoflexo & Conversão - Periodical Magazine | Full-time  
Feb 2004 - Oct 2007

- Designed and developed compelling advertisements tailored to target audiences, utilising **creative concepts** and **graphic design tools** to effectively convey brand messages and drive engagement.
- Produced **visually appealing** and well-structured magazine layouts, ensuring content alignment with brand standards and optimising readability through **typography, imagery, and layout design**.

### Graphic Designer

Luminosos Foz Neon | Full-time  
Feb 2001 - Nov 2003

- Created customized designs for illuminated signs and facades, aligning with client specifications and branding requirements to deliver **impactful visual solutions**.
- Developed **professional and detailed designs** using industry-standard tools, ensuring precision and **creativity** in project execution.
- Oversaw production and assembly processes, ensuring adherence to quality standards, **accurate implementation of designs**, and **timely project completion**.