

## Product Design | Brand Experience | Innovation

Hands-on **design leader**, **startup advisor**, and **co-founder** with extensive international experience creating **user-centric** digital solutions and **brand experiences** at global agencies, tech companies, and enterprise organisations including **Google**, **Trivago**, and **The Economist**.

Proficient in **end-to-end** design development, covering **user research** and **analysis**, **design strategy**, **UX/UI design**, **prototyping** and **testing**, **workshop facilitation**, **design sprints**, **visual storytelling** and **branding**, with a comprehensive understanding of **front-end technologies**. Skilled at using **AI tools**, **innovation** frameworks, and methodologies such as **Agile**, **Lean UX**, and **Human-Centred Design** to drive impactful outcomes.

Proven track record of launching **AI-powered** products and **web applications**, from hypothesis to delivery in complex, high-ambiguity environments, requiring strong **cross-functional** collaboration and **strategic** thinking.

Strong experience as a **manager** and **mentor** of up to 10-member design teams across the UK, US, Asia, and EU. Fostered close **collaboration** with engineers, CTOs, and third-party creative partners. Built effective cross-functional **teamwork** ensuring effective project execution.

Brings **enthusiasm** and **energy** to colleagues and clients, along with an **entrepreneurial** mindset and curious 'let's find out' attitude.

### Freelance/Consulting Product, Design, Brand, Creative, Strategy | Amsterdam & Remote | Current

- ▶ **Visu Finance** - Currently working with a fintech startup delivering strategy, product design, brand design, UX and UI for a AI-powered platform that delivers smart data solutions for retail investors in the US market. | **08/2024 - current**
- ▶ **Uvaia Films** - Led the creative direction, branding, design, and pitching strategy for a high-profile audio-visual project led by a female Oscar-nominee director and screenwriter. Extensively deployed multi-modal generative-AI to create impactful visual assets, and visual storytelling, to sell the project to US investors. | **06/2024 - 08/2024**
- ▶ **Pindorama.ai** - Led the creative development and pitching of an AI-based physical installation focused on the dissemination and preservation of ancestral knowledge of Brazilian indigenous groups using LLMs and RAG techniques. Established a collaboration with the Krahô Nation, Brasília University anthropologists, Leiden Institute of Advanced Computer Science (LIACS), The FAIR Data Foundation, and Google Arts and Culture. | **01/2024 - 06/2024**
- ▶ **Holos.ai** - Played a pivotal role in transforming the project founder's vision for the "world's first multi-modal, unified foundation AI model of visual art" into a seamless user experience journey and an immersive installation at the National Portrait Gallery, London. Worked as an individual contributor responsible for design, CX and UX in a team led by senior academic researchers from University College London (UCL), and Goldsmiths University London, and in collaboration with Europeana Foundation, The National Portrait Gallery, and UK Research and Innovation (UKRI). | **05/2023 - 01/2024**

### Metacampus.ai Product Design Director | Barcelona & Amsterdam | 01/2022 - 01/2023

- ▶ Co-founded an edtech startup focused on crypto, web3 and AI, serving as Product Design Director.
- ▶ Implemented a roadmap for fast product discovery combining Lean UX, UI design, branding, and strategy.
- ▶ Directed cross-functional collaboration with teams of engineers, designers, content developers, and 3rd-party vendors.
- ▶ Implemented Agile design processes and team rituals, and executed three complex product pivots within year one.
- ▶ Delivered a responsive web application within a 12-week cycle, and a full platform launch in Q1 2023.

### Total Design / ING Bank UX Design Strategy Director | Amsterdam | 11/2020 - 01/2022

- ▶ Implemented a data-driven global design program for ING Bank's Global Brand Experience Centre of Excellence.
- ▶ Designed and facilitated virtual workshops with ING's senior leaders at a global level that increased brand impact.
- ▶ Directed the integration program between Global Brand Experience teams and ING's UX Design Guild (Product design).
- ▶ Successfully implemented UX methodologies and evidence-based design processes into brand XP projects at Total Design.
- ▶ Pioneered new project pipelines within ING that generated new business opportunities and revenue for TD.

### Trivago.com Product Design & Innovation Lead | Amsterdam | 06/2019 - 04/2020

- ▶ Led the entire product design development, creative direction, and research initiatives in the Innovation Lab at Trivago.
- ▶ Set up a pipeline of product experiments covering strategy, ideation, UX/UI design, and C-level board reporting.
- ▶ Established productive internal cross-functional collaborations with internal engineering, marketing, and design teams, that increased velocity and the rate of innovation in those functions.
- ▶ Accelerated the rate of product release and testing by over 50% at a marginal additional cost compared to the company key benchmarks (man-hours, resources, and project scope).
- ▶ Obtained a 100% success rate in our product solutions validated by their integration into Trivago's core platform.

### Google Brand Design Lead & Innovation | London & Amsterdam | 05/2018 - 06/2019

- ▶ Executed critical design projects at Google with a focus on brand experience and innovation services.
- ▶ Elevated the MACHINE Sprint® brand system impact through an extensive redesign exercise, development of guidelines, a brand playbook, and a suite of BX assets used during design sprints.
- ▶ Contributed to innovation design sprints with ATAP, Google Assistant, and VR/AR technology teams in a design capacity.
- ▶ Collaborated with different teams in the structuring of half-day sprints for Google clients during the Cannes Lions Festival.

### The Economist Associate Creative & Design Director | London | 08/2015 - 12/2017

- ▶ Served as Global Design and Creative Director, responsible for three key verticals in The Economist Group Media Businesses: The Economist Intelligence Unit (EIU), Branded Content Partnerships, and The Economist Events.
- ▶ Implemented a new design system that increased brand impact on EIU and Events products, contributing to a revenue increase between 15% and 27%.
- ▶ Supported branded content partnership teams through sales cycles, ideating, designing, and directing digital product solutions that secured high-value contracts for the business.
- ▶ Led the setup of a new design operation in Gurgaon, India, hiring, on-boarding and mentoring new designers.
- ▶ Optimised design workflows and managed creative teams in the US, UK, EU and Asia regions.
- ▶ Contributed to The Economist's brand redesign program as a member of the Global Brand Committee, liaising with editorial teams, and regional design teams to coordinate the brand development and implementation.

## Expertise

### Product Design

- ▶ End-to-end design
- ▶ AI-powered product design
- ▶ UX and UI design
- ▶ Lean UX
- ▶ User interviews and testing
- ▶ Wireframing & prototyping
- ▶ Contextual persona design
- ▶ Voice interfaces (VUI)

### Design Direction

- ▶ Creative direction
- ▶ Brand design
- ▶ Visual identity
- ▶ Brand playbooks
- ▶ Design systems

### Leadership

- ▶ Team management
- ▶ Cross-functional collaboration
- ▶ Coaching and mentoring

### Strategy

- ▶ Workshop facilitation
- ▶ Innovation frameworks
- ▶ Design strategy
- ▶ Roadmaps
- ▶ Business acuity

## Skills

### Software skills

- ▶ Figma
- ▶ Adobe CC Suite / Firefly AI
- ▶ GPT-4o (Custom GPTs)
- ▶ Midjourney, DALL-E, Runway
- ▶ Miro
- ▶ Premiere + After Effects (basic)
- ▶ Microsoft 365
- ▶ Google Workspace
- ▶ Jira + Confluence

### Personal skills

- ▶ Effective communication
- ▶ High adaptability
- ▶ Systematic thinking

### Complementary skills

- ▶ Copy writing
- ▶ Illustration
- ▶ Languages:
  - English - academic
  - Portuguese - first language
  - Italian - advanced
  - Spanish - basic
  - German - basic

## Work experience (continued)

### **Mohawk HQ** Freelance Creative Director | London | 03/2014 - 12/2014

- ▶ Provided creative direction and design execution on digital products, experiential brand projects, digital campaigns, and content hubs for clients such as **The Guardian**, **Schroders**, and **Matthews Asia**.

### **Landor & Fitch (WPP)** Brand Design Lead | London | 09/2013 - 12/2013

- ▶ Led the design development of both digital and physical brand experiences in the retail space for **Adidas**.

### **Accenture Song** Brand Design Lead | London | 05/2012 - 10/2012

- ▶ (Formerly Karmarama-Accenture) Spearheaded an extensive global re-branding of the **BBC Top Gear** franchise, including visual guidelines, brand books, design and documentation of branded product line-extensions.

### **Leo Burnett (Publicis)** Brand Design Lead | London | 02/2011 - 04/2011

- ▶ Directed the design development of the **McDonald's** activation campaign and brand guidelines for the **London 2012 Olympics** sponsorship program, coordinating with the **International Olympic Committee**.

### **Dusted Design** Senior Design Lead | London | 10/2007 - 06/2010

- ▶ Led all projects on branding, strategy and digital design for a variety of clients in the private-equity (**terra firma**), insurance (**Swiss-Re**), and music (**EMI Music**) sectors.

### **Freelance** Senior Visual designer | UK, IT, CZ | 01/2004 - 10/2007

- ▶ Delivered an extensive number design projects in **London**, **Milan**, **Turin**, and **Prague** for clients including **The Design Museum** (London), **FIAT** (Leo Burnett Turin), and non-profit NGOs.

### **Cocoon** Senior Brand Designer | Prague & Rotterdam | 08/2005 - 12/2005

- ▶ Delivered various branding projects in the **FMCG** sector, repositioning local brands in the CEE market acquired by leading multinational corporations such as **PepsiCo**, **Kraft**, **Unilever**, and **The Coca-Cola Company**.

### **Oz Strategy + Design** Senior Designer | São Paulo | 05/2000 - 06/2003

- ▶ Excelled in a senior design and art direction position working on cross-disciplinary projects including branding, website design, editorial, packaging, and retail for clients including **Unilever**, **Kraft**, **The Coca-Cola Company**, **McDonald's**, **Brazilian Federal Government**, **Telefonica**, and more.

## Additional experience

### **Balanced App** Startup Advisor | Amsterdam | 12/2021 - 12/2022

- ▶ Advised a science-backed, behavioural health application startup on design, brand, UX and UI.
- ▶ Created roadmaps and frameworks that informed product, brand, and marketing strategies.
- ▶ Directed UX designers and third-party product design consultancies to accelerate development cycles.

### **Chimnie.com** Startup Advisor & Investor | London | 01/2021 - 12/2021

- ▶ Advised the CEO and founder of a B2B / B2C SaaS startup in the proptech domain focused on big-data and AI that offers Insurers, Lenders & Real Estate Service Providers with business intelligence products.
- ▶ Guided product roadmap, UX priorities, resources, and brand during the initial stages of the company.

## Education

### ▶ Master's degree

#### **Media and Sociology**

Dissertation: Nation Branding and the Country-Image Effect on Product Value  
University of London  
Goldsmiths

### ▶ Bachelor's degree

#### **Industrial Design**

Project: Futuristic Modular Lounge Furniture System  
Fundação Armando Álvares Penteado - São Paulo

## Certifications (most recent)

### ▶ AI, Empathy and Ethics

University California Santa Cruz / Coursera

### ▶ AI-powered Product Design

UXAI / Udemy

### ▶ Cryptocurrency Expert Certification

Blockchain Council

### ▶ Figma Fundamentals + Advanced

Udemy

### ▶ Online MBA in Innovation and Digital Businesses

The PowerMBA School  
(partly completed)

### ▶ Agile Scrum Certification preparation program

Udemy

### ▶ Mobile UX Design

Interaction Design Foundation

### ▶ VR and AR Design

Interaction Design Foundation

### ▶ Human-Computer Interaction

Interaction Design Foundation

### ▶ Design Thinking

Interaction Design Foundation

### ▶ User Experience Design

General Assembly

## Work permits

### ▶ EU Citizen

### ▶ UK Citizen

### ▶ BR Citizen (Brazil)

