

SKILLS

User Experience (UX):

User Research, Wireframing, Prototyping, Usability Testing, Information Architecture, Interaction Design, User Flows, A/B Testing, Accessibility (WCAG), Data-Driven Design, Competitive Analysis, Agile & Iterative Design, Heuristic Evaluation, UX Metrics, Conversion Rate Optimization

User Interface (UI):

Visual Design, Component-Based Design, Design Systems, Animation & Microinteractions, Responsive & Adaptive Design, Branding, High-Fidelity UI, Developer Collaboration

Tools

Figma, Sketch, Miro, Jira, Confluence, Notion, Asana, Maze, Adobe Creative Suite (Photoshop, Illustrator)

Development Familiarity:

Basic HTML, CSS, JavaScript, Collaboration with Engineers, Understanding of Frontend Constraints

EDUCATION

General Assembly | Boston | User Experience Design Immersive | May 2019 - Jul 2019

Completed a 10-week intensive program covering the full product design lifecycle, from user research to design systems.

Bachelor of Civil Engineering | Rede de Ensino Doctum | Brazil | Jan 2011 - Dec 2015

EXPERIENCE

EOS Worldwide | Product Designer | Jul 2024 - Feb 2025 | Remote

- Built Volt, a scalable design system that made design-to-dev handoff 30% more efficient.
- Led a mobile-first overhaul of EOS One, introducing Task on the Go, an AI-powered feature that sped up task creation by 40%.
- Improved cross-platform experiences by refining user flows and journey maps, leading to higher customer retention.
- Ran accessibility audits to ensure WCAG 2.0 compliance, making the platform more inclusive.

Lightspeed Commerce | Product Designer II | Dec 2020 - Jul 2023

- Designed mobile-first retail experiences that increased user retention by 18% and boosted engagement across web and mobile.
- Solved duplicate customer creation for 500K users, reducing duplicates by 35% and introducing a merge feature that saved hours of manual work.
- Created high-fidelity prototypes that improved conversion funnels and cut checkout friction by 12%.
- Led design sprints and ideation sessions, working closely with product, engineering, and marketing to drive growth.
- Conducted extensive UX research to uncover key pain points and refine product solutions for a more intuitive platform.

Upserve | UX Designer | Sep 2019 - Dec 2020

- Redesigned mobile POS system flows, making them easier to use and increasing adoption among restaurant staff.
- Transformed the online ordering experience to improve transaction efficiency and reduce order friction.
- Conducted usability testing that led to a 15% increase in task completion rates and overall product satisfaction.
- Partnered with product teams to introduce features that improved user retention and operational efficiency.
- Designed and launched digital gift cards, driving a 22% increase in sales during the pandemic.

EXPLO | UX/UI Designer | Jun 2019 - Aug 2019 | Contract

- Redesigned the onboarding flow, leading to a 15% increase in successful sign-ups.
- Ran A/B tests and user interviews to guide design decisions based on real user behavior.
- Built interactive prototypes to streamline internal workflows and speed up iteration.
- Led mobile responsiveness efforts, significantly reducing bounce rates.

Crosby Design | Senior Visual Designer | Jan 2018 - May 2019

Delivered a wide variety of marketing material — including brand identity, websites & landing pages, mobile apps, emails, social media posts, banner ads, animations, and more - to clients spanning different industries.