



SHORT SUMMARY

An agile strategist and project leader known for highly effective user experiences and digital products, capacity for integrative thinking, user research, prototyping and collaboration.

EDUCATION



SKILLS



TECHNICAL

- Prototyping with Figma
- Android, iOS and Web Design Systems
- Illustration + Storyboarding
- HTML + CSS + React JS
- Swift UI + Kotlin (XML)
- Advanced Python



STRATEGIC

- Journey + Affinity Maps
- Service Blueprints
- Visual Storytelling
- Customer Development
- UX Research Methods
- Lean UX Implementation

SENIOR PRODUCT DESIGNER AT BAYER DIGITAL FARMING • CLIMATE.COM San Francisco - US • **January 2019 - Now**

PRODUCT DESIGNER AT CLIMATE.COM San Francisco - US • **October 2016 - December 2018**

Bayer Digital Farming • Climate.com leverages data science and innovative digital tools to empower farmers through actionable insights. Digital farming enables integrated solutions tailored to each farm's needs: the right product in the right place, at the right time, in the right amount.

- Responsible for improving the company's design processes and products by creating a **cross-platform design system** and **style library**. Developing **interactions**, **coded specs** and **data-driven prototypes**. Collaborating with data science, commercial, and engineering teams (web, Android, and iOS).
- Conceptualizing, validating, and launching digital products and features for agriculture and precision planting. Delivering **storyboards**, **journey maps**, **service blueprints**, **information architecture maps**, **low-fidelity to high-fidelity coded prototypes**, and **strategic recommendations** for science and product leadership.
- Planning, and conducting **UX research**, **design sprints**, and **creative workshops** with product and science leadership, internal stakeholders, global customers, and critical stakeholders including farm owners, farm staff, dealers, and agronomists in the US, Canada, Latin America, Europe, and Asia.

MBA DESIGN STRATEGY - CALIFORNIA COLLEGE OF THE ARTS San Francisco - US | **January 2014 - December 2016**

MBA in Design Strategy at California College of the Arts. A program grounded in **design research**, **lean validation**, and **rapid prototyping**. In the program, I had the opportunity to work as a **UX + Strategy Design consultant** with Bay Area local startups. I conducted **user research**, **strategy**, and **venture design** while providing strategic and user experience recommendations.

UX + GRAPHIC DESIGNER AT LAUNCHPAD.COM San Francisco - US | **June 2014 - December 2014**

Launchpad.com, a company rooted in Steve Blank's (co-founder) lean methods for rapid iteration and growth to bring a product to market. The company was chosen as the system standard for accelerating the transformation of government-funded scientific and technical projects into real-world commercial applications.

- Major duties included evolving the **user experience** of its web platform, crafting a strong **visual identity** for the company, and streamlining the **storytelling** elements of presentations.

CO-FOUNDER + CREATIVE DIRECTOR AT ESTÚDIO BERINJELA Rio de Janeiro - Brazil | **January 2010 - June 2014**

Estúdio Berinjela, a Multimedia Creative Studio based in Rio de Janeiro, Brazil. The company developed videos, web design projects, interaction design, photography, illustrations, and social media content. As the co-founder and creative director, I leveraged operational processes, and strategic vision and build partnerships.

- **Creative Direction**: Led creative teams to deliver **experiences**, **videos**, **graphic** and **interaction design** which increased engagement among internal and external stakeholders in more than 525 projects from 2010 to 2014.
- **Partnership Building**: built consistent relationships and led challenging creative projects with more than 125 large and small clients which included **Coca-Cola** and **Red Bull**.