



## PROFESSIONAL HIGHLIGHTS

### Trivago Innovation and Design Lead

**Amsterdam Jul 2019 - Apr 2020** (full time)

#### Key Achievements

- Played a central strategic and creative role to validate the innovation lab proof of concept at trivago, accelerating product development to 12-week cycles in a data-driven environment
- End-to-end delivery of two B2C mobile web projects from concept and research to UX, UI, social campaigns, testing, and C-level reporting, that exceeded key performance benchmarks
- Achieved successful project outcomes through internal and external collaborative partnerships involving teams within trivago, and hiring and managing a creative agency to work along with the lab
- Thoroughly documented and presented case studies back to stakeholders across the company and succeeded in assigning teams to integrate our solutions into core product
- Interwove design and engineering that led to rapid and sound decision-making throughout

#### Role

- Creative leadership, design and creative direction on innovation projects
- Development and facilitation of design sprint workshops
- Apply lean end-to-end UX and UI design in a heavy data-driven environment
- Deployment of methodologies to accelerate the speed of innovation in the business
- Stakeholder support at senior level (CEO, VPs and MDs)
- Internal and external brand and innovation ambassador

### Google Brand Design Lead

**London / Amsterdam May 2018 - Jun 2019** (recurrent contractor)

#### Key Achievements

- Effectively applied strategic design and brand development to one of Google's proprietary tool, MACHiNE Sprint, including concept, storytelling, design system and workshop assets
- Delivered rapid design execution and production of both on and offline assets for Google Creative Harbour during Cannes Lions Festival (2018 and 2019)
- Established a fluid collaboration with teams in London, Paris, Hamburg, Amsterdam and the US
- Developed engaging storytelling and integration of various Google products decks showcasing Google Cloud, AR/VR, Google Assistant, YouTube, AdLingo, Jacquard, Soli and Waze

#### Role

- Brand and creative design lead
- Project coordination with multiple teams across several Google offices in EMEA and the US

### The Economist Associate Creative Director

**London Aug 2015 - Dec 2017** (full time)

#### Key Achievements

- Oversaw the setting up of new cross-functional design teams in both London and India offices, who were focused on servicing all Group Media Businesses projects in EMEA
- Consistently raised the creative, UX and UI benchmarks for EIU products, Events and Branded Content Partnerships
- Created and implemented novel design processes across teams in EMEA, America and Asia, increasing production speed, quality of output, and improving overall team communication
- Played a key role in co-executing the group wide re-branding programme, aligning and implementing the new design system across Group Media Businesses touch-points

#### Role

- Global Associate Creative Director in charge of all creative and design output in the following verticals: The Economist Intelligence Unit, Group Media Businesses Branded Content Partnerships, The Economist Events, and The Economist flagship brand
- Member of The Economist Brand Committee representing the Group Media Businesses vertical
- Brand ambassador and mentor of team members across the company

### Previous companies include:

- Karmarama (Accenture) • Fitch (WPP) • Leo Burnett (Publicis) • Havas (Havas) • Sky • and more

## EDUCATION

### Master's degree

#### Media and Sociology

Brands, Communication and Culture  
Goldsmiths University of London  
2011

### Bachelor's degree

#### Industrial Design

Fundação Armando Alvares  
Penteado  
2001

## EXPERTISE

### Hard Skills

Design and Innovation Strategy  
Creative Direction  
Facilitation of Design Sprints  
End-to-End User Experience  
Academic Writing  
Adobe CC Suite  
Sketch / Xd / Figma / InVision  
Adobe Premiere / After Effects  
Google Cloud and Microsoft Apps  
Illustration and Hand Drawing  
Languages: EN, PT, IT, ES, DE, NL

### Soft Skills

Strong Growth Mindset  
C-Level Rapport  
Stakeholder Management  
Empathetic Leadership  
Detail Oriented  
Systems Thinking  
Storytelling  
Ideation Techniques

## CERTIFICATES

### Mobile UX Design

Interaction Design Foundation  
2018

### VR and AR Design

Interaction Design Foundation  
2018

### User Experience Design

General Assembly  
2017

### Human-Computer Interaction

Interaction Design Foundation  
2017

### Design Thinking

Interaction Design Foundation  
2017

