



PROFESSIONAL HIGHLIGHTS

Total Design Creative and Strategic Design Director (UX and BX)

Amsterdam Nov 2019 - Current (rolling contract)

Role

- Creative and strategic leadership of multidisciplinary teams in client-facing projects at global level for ING Bank
- Development and implementation of human-centred design methodologies and evidence-based processes
- Digital transformation in remote working and collaboration, both internally and with the client

Trivago Innovation and Strategic Design Lead

Amsterdam Jul 2019 - Apr 2020 (full time)

Key Achievements

- Played a central strategic and creative role to validate the innovation lab function at trivago, accelerating new product development to 12-week cycles in a cross-functional, 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 internal performance benchmarks
- Achieved successful project outcomes through internal and external collaborative partnerships involving teams within trivago, as well as appointing creative agencies to work with the lab
- Documented and presented case studies to company stakeholders, and succeeded in assigning teams to integrate our solutions into the core meta-search product
- Interwove design and engineering processes that led to rapid learning and pivoting

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 and Amsterdam May 2018 - Jun 2019 (recurrent contractor)

Key Achievements

- 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 the Google Creative Harbour in the 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 product 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 Group 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, 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 in the UK, Brazil, Czech Republic and Italy 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
São Paulo
2001

EXPERTISE

Hard Skills

Design and Innovation Strategy
Creative Direction
Strategy and Facilitation of Design Sprints (online and presential)
End-to-End User Experience
Academic-Level Writing (Eng.)
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

Ask me for references 