

Design Lead in Product and Branding

Integrated design leader with expertise in product and brand and over 20 years of international experience across global companies like **Google**, **Trivago**, **The Economist**, and as Co-founder of Metacampus.ai. Expert in **Lean UX**, **UI design**, **design strategy**, **branding**, and **AI-powered product design**.

Skilled in leading cross-functional teams and driving **end-to-end** product development, with a strong focus on **human-centered design** and lean methodologies. Passionate about creating impactful digital products through **innovation**, **collaboration**, and an **integrated design philosophy**.

Proven track record of building and managing **inclusive** design teams and releasing products in high-ambiguity, rapidly-evolving environments. Extensive experience in **startup** advisory roles, helping companies navigate complex **product discovery** challenges and apply design effectively.

Enthusiastic and entrepreneurial with a hands-on attitude, and a curious, learn & grow mindset.

Amsterdam - NL
+31 (0)6 2161 8690

Freelance / Consultant

Various | Amsterdam & Remote | 01.2023 - Current

- ▶ Providing AI, UX, UI, and branding services for a variety of product projects.
- ▶ Facilitating custom workshops with a focus on innovation, problem-solution fit, and product discovery.
- ▶ Deploying AI tools to expedite feedback loops during the initial stages of product development.

Metacampus.ai

Product Design Director | Barcelona & Amsterdam | 01.2022 - 01.2023

- ▶ Co-founded and served as Product Design Director of an edtech startup focused on web3 and AI topics.
- ▶ Led the efforts in product discovery, UX/UI, branding, and strategy.
- ▶ Coordinated cross-functional collaboration with engineers, content developers, creative teams, and vendors.
- ▶ Streamlined design operations to improve synergy and facilitate fast pivoting during critical phases.
- ▶ Achieved rapid delivery of a desktop and mobile web app in 12 weeks, followed by a full platform launch in Q1 23.

Total Design / ING Bank

UX Design Strategy Director | Amsterdam | 11.2020 - 01.2022

- ▶ Senior design strategy consulting role at ING Bank, collaborating with the Global UX Guild and Brand Experience Centre of Excellence verticals.
- ▶ Developed data-driven design programs and facilitated workshops with senior stakeholders on a global scale.
- ▶ Coordinated an integration program between Global Brand Experience and UX design teams.
- ▶ Successfully introduced UX methodologies and evidence-based design processes into branding projects at TD.
- ▶ Pioneered new project pipelines within ING that generated new revenue opportunities for Total Design.

Trivago.com

Product Design & Innovation Lead | Amsterdam | 06.2019 - 04.2020

- ▶ Co-leadership role at Trivago Innovation Lab, with responsibilities for end-to-end product design execution.
- ▶ Set up a pipeline of digital product experiments that covered strategy, ideation, UX/UI design, and reporting.
- ▶ Established successful cross-functional collaborations internally with marketing, design, and engineering teams, and procured external project partners, i.e. creative agencies.
- ▶ Shared responsibility for stakeholder communication and board level reporting.
- ▶ Accelerated new product development by 4x compared to Trivago's benchmarks at a fraction of the cost.
- ▶ Achieved a 100% success rate for solutions developed in the Lab that were later integrated into Trivago's metasearch platform.

Google

Brand Design Lead & Innovation | London & Amsterdam | 05.2018 - 06.2019

- ▶ Took a lead role in internal design projects at Google, with a focus on brand design and innovation services.
- ▶ Elevated the impact of the MACHiNE brand system through an extensive redesign and the development of new guidelines and playbook.
- ▶ Participated in innovation design sprints with ATAP, Google Assistant, and VR/AR technology teams.
- ▶ Played a key role in structuring a half-day sprint format for Google clients during the Cannes festival.

The Economist

Associate Creative Director | London | 08.2015 - 12.2017

- ▶ Served as Design and Creative Director, responsible for three key verticals in The Economist Group businesses: The Economist Intelligence Unit (EIU), Branded Content Partnership Programs, and The Economist Events.
- ▶ Implemented a new design system that enhanced the brand impact of the EIU and Events products.
- ▶ Supported various teams through the sales cycles, ideating, designing, and directing digital solutions.
- ▶ Oversaw the setup of a new design operation in Gurgaon, India, including hiring and mentoring designers.
- ▶ Optimized design workflows and managed creative teams in the U.S., UK, and India offices.
- ▶ Contributed to The Economist's brand redesign program as a member of the Global Brand Committee.

Expertise

Product Design

- ▶ End-to-end design
- ▶ AI-powered product design
- ▶ Lean UX
- ▶ UI design
- ▶ User research and testing
- ▶ Information architecture
- ▶ Graphical interfaces (GUI)
- ▶ Voice interfaces (VUI)

Design Direction

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

Strategy

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

Skills

Software skills

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

Soft skills

- ▶ Growth mindset
- ▶ Effective communication
- ▶ Systems thinking
- ▶ Self-awareness, EQ
- ▶ Empathy
- ▶ High adaptability

Complementary skills

- ▶ Copywriting
- ▶ Illustration
- ▶ Languages:
Fluent: English, Portuguese
Advanced: Italian
Beginner: German

Previous companies

Mohawk HQ

Freelance Creative Director | London | 03.2014 - 12.2014

- ▶ Creative direction and Design execution on various digital and experiential brand projects for **The Guardian**, and creative digital campaigns and content hubs in Financial Services for **Schroders**, and **Matthews Asia**.

Landor & Fitch (WPP)

Brand Design Lead | London | 09.2013 - 12.2013

- ▶ Brand design lead position responsible for digital and retail space experiential brand projects for **Adidas**.

Accenture Song

Brand Design Lead | London | 05.2012 - 10.2012

- ▶ (Formerly Karmarama-Accenture) Brand design lead position in charge of global brand redesign of **BBC Top Gear** franchise, including visual guidelines, and product extensions branding documentation.

Leo Burnett (Publicis)

Brand Design Lead | London | 02.2011 - 04.2011

- ▶ Brand design lead position and design strategy for **McDonald's** activation campaign and brand guidelines for the **London 2012 Olympics** sponsorship program with oversight by the **International Olympic Committee**.

Dusted Design

Senior Design Lead | London | 10.2007 - 06.2010

- ▶ Lead position working on brand positioning, 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

- ▶ Various design roles 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 | 08.2005 - 12.2005

- ▶ Senior design position working on various branding projects in the **FMCG** sector, repositioning local brands in the CEE markets that were acquired by leading multinational corporations.

Oz Strategy + Design

Senior Designer | São Paulo | 05.2000 - 06.2003

- ▶ 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.

Extra experience

Balanced App

Startup Advisor | Amsterdam | 12.2021 - 12.2022

- ▶ A science-backed behavioural health digital solution focused on relationships and family therapy
- ▶ Guided and executed branding and UI design initiatives on Balanced's mobile app iterations.
- ▶ Created roadmaps and frameworks that informed product, brand, and marketing strategies.
- ▶ Actively participated in directing UX designers and external product design consultancies.

Chimnie.com

Startup Advisor & Investor | London | 01.2021 - 12.2021

- ▶ A data and AI-driven proptech startup providing Insurers, Lenders & Real Estate Service Providers with Big Data to make better decisions about property risk.
- ▶ Advised the CEO and founder on the product roadmap, UX priorities, resources, and brand during the initial stages of product design development in the company.

Education

▶ Online MBA

MBA in Innovation, Digital Business Strategy, Entrepreneurship, and Marketing

The PowerMBA School

▶ Master's degree in

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

Certificates

▶ AI, Empathy and Ethics

University California Santa Cruz / Coursera

▶ AI-powered Product Design

UXAI / Udemy

▶ Cryptocurrency Expert Certification

Blockchain Council

▶ 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

