



## 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 and remote workshop facilitation
- Hands-on branding, visual design and design systems development

### **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  
Entre/Intrapreneurial  
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

