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SKILLSET

UI/UX Design
Wireframing
Rapid Prototyping
Design Sprints
User Research
A/B Testing
User Journey
Interaction Design

TOOLS

Figma
Sketch
Principle
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Premiere
Jira
Confluence
Miro
Zeplin

EDUCATION

PUC (RIO DE JANEIRO - BR)

2013-2017
Design In Digital
Media Major

CCA (SAN FRANCISCO - US)

2015-2016
Animation Major

COURSES

2021
Google UX
Design Course

Product Designer based in NYC always looking for a way to bring more joy to our everyday experiences.

EXPERIENCE

PRODUCT DESIGNER / PLAYDOTS (ACQUIRED BY ZYNGA)

NEW YORK, NY / 2021 - CURRENT

- Collaborated with a cross-functional to create a scalable design system for the process of new games development, reducing release time of new games by ~20%.
- Redesigned in-game purchase experience and core user flow, resulting in a D1 50% retention rate.
- Developed UI Component Libraries for new games concepts, adapting it to all Android and iOS devices, including Apple TV.
- Animated prototypes to present in user studies and engineering hand-offs to a cross-functional team

2D ANIMATION LEAD & STORYBOARDER / A.C.W.

SAN FRANCISCO, CA / APR 2019 - APR 2021

- Developed storyboards for stop-motion movies, documentaries and commercial ads.
- Lead 2d animation teams for music shorts and commercial ads, including creating schedules, follow up weekly meetings and corrections.

2D ANIMATION & STORYBOARDER / AKOMOTION

RIO DE JANEIRO, BR / 2018 - 2019

- Developed storyboards and animation for TV series, including an Emmy's Kids Awards 2018 nominated TV show and the most watched cartoon series in Latin America ("Irmão do Jorel").
- Created motion graphic ads including storyboarding and 2d animation for several clients including INCA (National Cancer Institute).

GRAPHIC DESIGNER & CREATIVE ASSISTANT / ANIMATION MENTOR INC.

SAN FRANCISCO, CA / MAY 2016 - AUG 2016

Illustration for several projects, including visual graphics for social media and internal company communications.

LANGUAGES

ENGLISH
FLUENT

PORTUGUESE
NATIVE

SPANISH
BEGINNER