

Hello! I am a Senior Product Designer and Design Manager with 10+ years of experience in design, including complex B2B systems, SaaS platforms, brand, web and design leadership. I've worked with teams and clients across Denmark, the UK, the US, Germany, Norway, Brazil, and Colombia, both locally and remotely.

Relocating to Brazil in August/2026.

## Professional Experience

### Senior Product Designer → Product Design Manager at EY (2024–Present) – Copenhagen, Denmark

- As Product Design Manager and lead IC, I own end-to-end design for high-complexity tax and legal workflows, as well as design strategy and the team's operations, well-being and development.
- Redesigned a complex tax-reporting platform used across multiple EU markets, directly contributing to a €10M investment decision for continued development.
- Design operations leader: I manage rituals, quality governance, visual cohesion and design presence at strategic decision points.
- Created and implemented AI-assisted workflows for designers and led training programs that accelerated the team's iteration speed.
- Developed and implemented the team's hiring process, including: writing job descriptions, interview loops, conducting interviews, and onboarding new designers.

### Product Designer at Famly (2021–2024) – Copenhagen, Denmark

- Owned design across the Finances, Staffing, and Attendance domains, improving operational accuracy for nursery managers handling regulatory compliance across four countries.
- Designed the Staff Schedule tool end to end, from field research in Liverpool and Manchester through prototyping, usability testing, and beta release. Schedule creation time dropped roughly 60% for beta users.
- Introduced structured design rituals, continuous discovery, feedback loops, and design presence at strategic decision points.
- Part of the team that created and maintained the company's design system. I mapped and built components, aligned with engineering, and ensured visual/interaction consistency.

**Product Designer at Rock Content (2020–2021) - Brazil and United States**

- Owned end-to-end design of Ion Interactive, a no-code platform for enterprise interactive content, from discovery through strategy and delivery.
- Led the platform's shift from CS-led to self-service, resulting in +37% weekly active users, 1.8x increase in content deliveries and -58% CSM time spent on delivery support.
- Facilitated cross-functional workshops with C-levels, VPs, and Directors to align on product direction.

**Industrial & Fashion Designer at Seculus (2016–2017) - Belo Horizonte, Brazil**

Led end-to-end design of watch collections: trend research, conceptual design, prototyping, pricing strategy, manufacturing coordination, marketing alignment and retail launch, including models that became best-sellers across the Brazilian market.

**Freelance Designer (2011–Present) - Remote / Worldwide**

UX Research, product & web design, brand identity and visual communication for startups, SMEs and independent professionals across the US, Colombia and Denmark.

**Co-Founder & Principal Designer at AREA3DESIGN (2010 - 2014) - Bogota, Colombia**

Co-founded the agency and spearheaded creative operations, leading the end-to-end strategy, creation, and execution of product design, web experiences, and brand identity for clients across the US and Latin America.

Delivered high-impact projects across various industries, including platform design for digital magazines, full branding and digital presence for a fashion brand, and art direction and digital launch strategy for a single by artist Karen Lizarazo.

## Teaching & Volunteering

### UX Design Instructor - ReDi School for Digital Integration (2025 - Present) - Copenhagen

I teach advanced design principles and practices to highly skilled international professionals seeking professional placement in Denmark and provide 1:1 tailored mentorship.

## Education

BA in International Relations - Universidade de Franca

Postgraduate Degree in Strategic Management - Universidade Federal de Minas Gerais (*In progress*)

## Skills

**Design:** End-to-End Product Design, UX Research, Usability Testing, Information Architecture, Design Systems, Prototyping, Workshop Facilitation, Brand Design & Graphic Design

**Tools:** Figma, Miro, InDesign, HTML/CSS/JavaScript, Claude Code

**Leadership:** Team Management, Hiring, Mentoring, Design Ops, Design Strategy