



## SUMMARY

I'm a Brazilian born, American bred minimalist design enthusiast with a passion for user centered design solutions. By using human centered design principles, I'm able to innovatively strategize, conceptualize, and ultimately deliver truly engaging customer experiences through a product's life cycle.

I've led, fostered and influenced cross functional, product areas and at times cross company stakeholders partnership to quickly grasp and distill highly ambiguous problems into simple and clear solutions. Always surpassing users expectations and constantly elevating execution and product excellence.

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## EXPERIENCE

**Google** Aug 2018 – Present  
Senior Interaction Designer

Defined and communicated product design strategy, vision, and guiding principles to team members, cross-functional peers, and stakeholders.

**Toyota** May 2017 – Jul 2018  
Senior Interaction Designer

Introduced design philosophies for flexible design architecture and contributed to the launch of 3 major enterprise system modules.

**JCPenney** May 2015 – Apr 2017  
UX Designer

Worked across research, UX and visual design on multi-team initiatives to define user experience strategies and prioritize product roadmaps.

**Southwest Airlines** Dec 2014 – Apr 2015  
Interaction Designer

Delivered customer-focused design solutions, informed by research insights, enhancing key user flows and evolving the design system.

**Advocare** Oct 2013 – Nov 2014  
UX Designer

Partnered with product, engineering and business leads to deliver experience consistency and cohesion across the product suite.

## EDUCATION

**B.A. Arts & Technology**  
University of Texas at Dallas  
Cum laude honors  
Phi Theta Kappa

**Agile & SCRUM Certified**  
Scaled Agile, Inc. & Scrum, inc.

## TOOLS & METHODS

**Formative Research**  
User Interviews  
Competitive Analysis

**Generative Research**  
Affinity Diagramming  
User Personas  
Journey Mapping

**Summative Research**  
Usability Testing  
Heuristic Evaluation  
Cognitive Walkthrough

**Design & Prototype**  
Figma  
Sketch  
Principle  
Flinto  
InVision