

ABOUT

Since 2010 I work with design and arts in Rio de Janeiro, Brazil. I'm very passionate about my career and always look up for new experiences and ways to improve myself conceptually and technically.

It is with creativity, organization, commitment and entrepreneurial spirit that I face the routine of the profession that delivers what most surrounds us today. After all, there is design in everything.

PERSONAL SKILLS

-  Creativity
-  Productivity
-  Flexible
-  Punctuality
-  Teamwork
-  Proactivity

EDUCATION

2018 – 2020* | IMBR – Master of Digital Marketing (*expected date)

2019 | Product Arena – UX Research

2018 | Product Arena – UX Metrics

2009 – 2014 | UFRJ – Bachelor of Visual Communication Design degree

2009 – ... | UERJ – Degree in Visual Arts (interrupted enrollment)

ADDITIONAL INFORMATION

Member of the organizing committee of the Regional Meeting of Design Students of Niterói in 2012. I've tutored the "How to use illustration as stamp" workshop at the Regional Meeting of Design Students in Florianópolis, and it was selected for the National of Bahia in 2013.

Participation in events such as RD on the Road, Interaction South America (ISA 17) and Interaction Latin America (ILA 18).

Fintech Cluster medalist (1st place) at Hacking Rio 2018.

WORK EXPERIENCE

2016 – ... | Qconcursos.com

Currently, I am part of the Client Experience team, working alongside the Product team thinking, studying and implementing new features and improvements for the platform focusing on the user experience. To solve our hypotheses in a better way, I tend to use Design Thinking, UX Research (mainly Double Diamond methodology), Mobile First and strategic thinking.

2016 | Mercatto

I was working with the Marketing team, focused on e-commerce. Responsible to create arts for ads in social media, daily email marketing, and image treatment for shop catalogs. Development of publicity campaigns for the brand seasoned collections.

2014 – 2016 | Fiorella

Responsible for creating and promoting social media ads (using Facebook Ads). Creation of offline media as folders, business cards, billboards, shop bags, etc. Part of the company branding development, designing the logo and the Brand Guide (including voice and tone).

2012 – 2013 | Petrobrás

2012 | Leader.com

2011 – 2012 | Marinha do Brasil

2011 | VX Comunicação

2010 | Coordenadoria de Comunicação da UFRJ

SOFTWARES



SKILLS



LANGUAGES

