

Design mentor focused on breaking down ambiguity through creative, human-centred design discovery.

Mission

Foster a human-centred design culture through creative, collaborative, cross-functional discovery to build delightful, impactful and accessible products

Education

ESAD, Postgrad Web Design, 2012 - 2013

FH Joanneum, Information Design, 2010 - 2011

ESAD, Digital Arts & Media Design, 2008 - 2011

Languages

Portuguese and English (C2), Spanish (B2), German (B1)

Achievements

Interaction Design Foundation member, YCN's Mastering Time, Decoded's Storytelling

Mental Health first aider

Volunteer: tech illiteracy, poverty alleviation, social action

Experience

Votit App / Founding designer (fixed term), 2024

Designed MVP brand & product to quickly test user adoption. Currently supporting part-time: working on maturing the brand and user experience, with a focus on user acquisition and onboarding.

DICE / Senior Product Designer, 2021 - 2023

Designed the experience for artists to sell merch "Extras": a key part of the new in-app marketplace, forecasted to increase events revenue by 30%. Designed new internal workflows to automate thousands of manual account management work hours and removed a costly legacy system that allowed us to cut at least 10% of engineering efforts with every single release within the squad.

Encore Musicians / Head of Design, 2017 - 2021

Responsible for setting a design vision, processes and strategy. Re-designed iOS, Android and web apps, oversaw full rebrand and implementation of a design system. Improved lead conversion from 10 to 30% by making strategic optimisations to the funnel.

Involve Education / UX Designer, 2020 - 2021

UX Consultant, designed music practice software

GoCarer / Freelance Brand Designer, 2017

Worked closely with the team to develop new brand and logo. Developed guidelines to support long term implementation.

TalkTalk / Senior UI Designer, 2015 - 2017

Led design within scrum team focusing on re-imagining TalkTalk's logged in customer experience.

Beamery / UX & UI Designer, 2014 - 2015

Designed early versions of the product, working closely with leadership (CPO, CMO and CEO) to reach product market fit.