

Passionate UI/UX Designer with nearly 9 years of hands-on design experience, currently living in Montreal, Canada. I'm dedicated to crafting engaging and visually stunning gaming experiences.

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Languages: Brazilian Portuguese (Native), English (Fluent), French (Beginner)

Softwares

Proficient with Figma, Illustrator, Photoshop, After Effects, Blender, Zbrush

Skills

- User Experience Design: User Research and Discovery, Testing and Interviewing, Map User Journey;
- User Interface Design: UI Visual directions, User flows, Wireframes, Mockups and Prototyping along with user data & research;
- Graphic Design: Typography, Layout and Composition, Vectorization, Branding and Visual Identity;
- Style Guides: Experienced in creating and maintaining style guides for cohesive design consistency;
- 3D Art Pipeline: Knowledge of 3D art pipeline principles;
- Game Engine Integration: handoff and exporting assets for game engines, including Unreal and Unity;
- Unreal UMG: Currently expanding skills through learning UI implementation in UE5 UMG.

Education

Universidade São Judas Tadeu

Bachelor's Degree in Design | 2016 - 2019

Experience

Mid UI/UX Designer for Games

Magic Media | Game Industry | 2023 - present

Responsibilities:

- Currently creating the foundation and UI flows for a new FPS title;
- Enhanced an auto-battle game experience by smoothing out critical player flows and designing the game onboarding;
- Creating and defining User flows, UX Wireframes, Mockups, and Prototyping;
- Handoff UI Designs for developers;
- Collaborated together with developers, game producers and stakeholders.

Mid UI/UX Designer

Raia Drogasil | 2021 - 2023

Responsibilities:

- My overall role was focused on improving promotional mechanics for the Drogasil and Droga Raia brands, streamlining and elevating customer purchasing journey;
- Responsible for the research and design of a 'flash sale' feature implemented on all company channels and worked in the Subscription Squad, focusing on Growth Hacking for the repurchase service, where I developed a communication strategy for clients and provided maintenance for the product redesign;
- Actively contributed to the UI Design Pool curation, providing vital support to various squads in designing and maintaining layouts;
- Creating User flows, UX Wireframes, Mockups, and Prototyping;
- Handoff UI Designs for developers;
- Supporting and creating the overall visual style, UI and UX guidelines;
- Collaborated together with developers, product managers, stakeholders and design system & ops.

Jr. UI/UX Designer

Iteris Consultoria & Software | 2020 - 2021

Responsibilities:

- Actively engaged in Design Sprints, guiding discovery and delivering responsive web and app projects for healthcare and financial organizations;
- Helped develop the MVP of a digital wallet for Fiserv LATAM and played a key role in improving the API resource sharing page for developers;

- Responsible for the redesign and customer-centric enhancement of Credz's Card management system;
- Collaborated in the creation of a robust medication research dashboard for Áche
- Handoff UI Designs for developers;
- Supporting and creating the overall visual style, UI and UX guidelines;
- Collaborated together with developers, product managers, stakeholders and design system & ops.