

// about me

My goal is to design products that positively impact people's lives by influencing business metrics through an understanding of human cognition and behavior.

// experience	Product Designer Senior smart coding lab	2023 - Current	Served as a design leader on B2B projects and internal services involving complex ecosystems for large companies operating in the Brazilian and international markets.
	Product Designer Omnix Digital	2019 - 2023	Development of digital products, actively participating in end-to-end processes from initial discussions through to launch, and effectively overseeing projects for companies in industry.
	Educational Technology Assistant Cetrus	2016 - 2019	Development of an e-learning platform for health professionals, tracking business and product metrics throughout the entire user journey, with a focus on identifying problems and opportunities for improvement.

// education	Neuroscience	Bachelor	2023 - 2027
	Universidade Federal do ABC [UFABC]		
	Science and Technology	Bachelor	2023 - 2027
	Universidade Federal do ABC [UFABC]		
	Digital Product Leadership		2020
	TERA		
	UX Design		2019
	Ironhack		
	Social Communications - Journalism	Bachelor	2015 - 2018
	Universidade Metodista de São Paulo [UMESP]		
	Business Management and Entrepreneur	Technical	2012 - 2014
	CEAP		

// skills		// languages	
→ User Centered Design	→ Product Strategy	Portuguese	Native
→ UX Research	→ Product Discovery	English	B2/B1
→ Ideation	→ Cognitive Psychology	Spanish	Basic
→ Behavioral Design	→ HTML / CSS / JavaScript / React		
→ Prototyping	→ Python		