



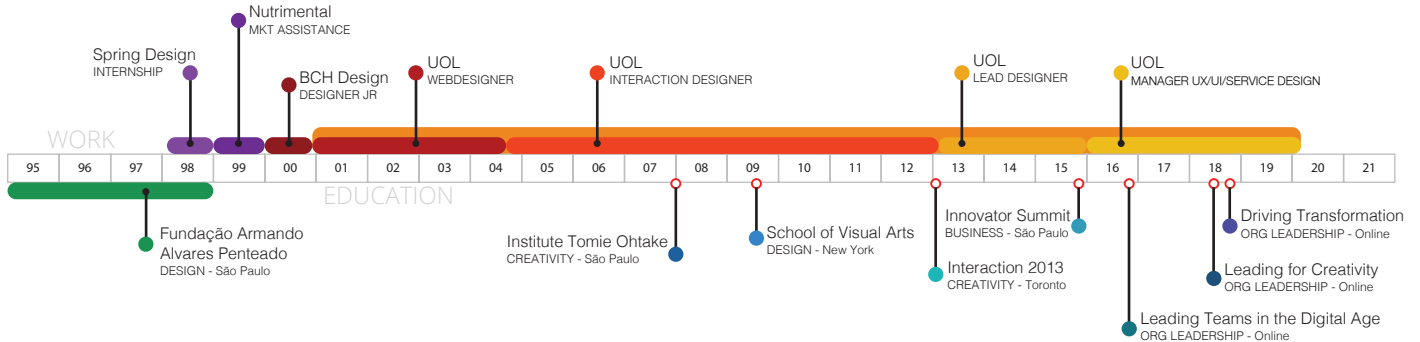
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about me

“I’m person who likes to solve problems and work with challenges. I have years of experience in interaction design and building teams. Studious, I try to find the right methodology for the project and for the problem that we have to deal and solve in the moment. I love to support people and help anyone in team building initiatives and I’m prepared to cool down conflicts. I’ve been working with and studying digital transformation, behaviour, strategic and org design.”

personal

Age // 42 years

Nationality // Brazilian and Swiss

Relationship // Married

language

ENGLISH | Advanced

FRENCH | Basic

education

Bachelor degree in Industrial Design: graphic design - Jan 1995 - dec 1998

FAAP - Fundação Armando Álvares Penteado, São Paulo - SP

experience

Manager UX / UI / Service design @UOL São Paulo, SP | dec 2015 - present

Guide and lead a group of UX/UI/Service designers during all the conception and design process. We’re focus in create the best user experience and plan the evolution of the products. Working together with different areas in the company, using design thinking mindset we build and think for creative solutions to the challenges we face.

We work in global projects that will impact all products at the company. Beside that, my team is responsible to collaborate and guide other UX/UI teams and integrate them. With that the goal is to create a community inside the company that exchange a lot of information, experience and knowledge.

Lead Designer @UOL | feb 2013 – dec 2015

Guide and lead a group of 11 UI/Visual designers during all the conception and design process. Collaborate with the UX team to create the best user experience and plan the evolution of the products. Working together with engineering teams during the development and implementation in production.

Responsible for all the UI/Visual design of the main products:

- UOL HOST : webhosting services | uolhost.com.br

- PagSeguro UOL : payment services | pagseguro.uol.com.br

- among many others such sponsored links, multimedia content service, price comparing, e-commerce service, mail service, customer service, etc

Interaction Designer @UOL | aug 2004 – feb 2013

Design layouts and interfaces to web products, such as services for job researchs, social media, contact publisher, e-commerce, publicity, mail, security, tools for your day to day, wi-fi, dscout groups, etc. Supervise other employees in the development of promotional materials (campaigns, hot sites, marketing e-mails, etc.) and illustrations for some of the products and services above.

Webdesigner @UOL | dec 2000 - aug 2004

I was designing the experience and visual of the e-commerce marketplace that we had on that time. During 4 years I was able do create the calendar with special dates, change and evolve the platform/system that we created providing a beautiful look and good experience for our partners and users who access the website.

continuing education

Driving Transformation

Hyper Island
online - 2018

Leading for Creativity

IDEO U
online - 2018

Leading teams in the digital age

Hyper Island
online - 2016

Product owner, Kanban

k21
In cia - 2016/17

Innovators Summit

+ Innovators
São Paulo - 2015

Interaction

Ixda
Toronto - 2013

Interaction South America

Ixda
BH - 2011

Milton Glaser Summer Program

SVA
NYC - 2009

Creative Process 1&2

Charles Watson
São Paulo - 2008

EBAI - Brazilian Meet of Information architecture

2007 + 2008

ACTA MEDIA III Artmedia and digital culture

MAC USP
São Paulo - 2018

Eletronic Layout and Editing

SENAC
São Paulo - 2000

Negotiation Techniques

In cia
Curitiba - 1999

Time Management

In cia
Curitiba - 1999

Leadership and Team working

Mike George
São Paulo - 1999

Design History

Luciano Deviá
São Paulo - 1998

Junior Designer @BC&H Design

São Paulo, SP | feb 2000 - dec 2000

I had an intense period with lot of learning working with others designers on creation, adaptation and designing layouts for packaging of Nestlé products.

Marketing Assistant @Nutrimental

Curitiba, PR | jan 1999 - feb 2000

I had the opportunity to create a design area inside the marketing department. Within this area, I worked with creation and art finalization of promotional materials such as sales blades, brochures for sampling, printed banners, t-shirts, invitations, internal journal, etc. I was also able to graphic follow-up those material and on packaging development.

Internship @Spring Design

São Paulo, SP | feb 1998 - jan 1999

It is a small graphic design office who gave me the opportunity to develop my basic skills in the field. I was able to experience a lot of different roles. I talked direct with clients, create graphic pieces, made art finalization, budgets and graphic follow up in projects developed in the office; such as invitations, folders, visit cards, etc.

tools

