

Professional

Summary

Fifteen years turning business problems into measurable product experiences. Most of my work starts with diagnosis. A weak funnel is rarely just a design problem, so I read GA4, Hotjar, and Clarity before I open Figma.

At Hello Seven, I design the platforms and flows behind over \$6M in conversions, and led design on the company's agentic restructure in 2026: mapping workflows, designing agent behavior and handoff points, and shipping AI agents the team now uses daily. I also built the design system that keeps every brand surface consistent. Before that, at GIF Design Studios, I led an eight-person team through a full process rebuild: delivery time fell 70%, margins reached 65%, and the studio moved to a four-day workweek while keeping both.

I prototype in no-code but I also speak code (Webflow, Framer, WordPress + CSS). It speeds up my thinking and keeps handoff clean for the engineers I work with. Mentoring designers gets whatever time is left. By choice.

Experience

Hello Seven Senior UX Designer Dec 2023 - Current • US (remote) Designed the platforms and sales experiences behind \$6M+ in conversions, from user flows to live pages, for educational products up to \$30k/user. Led design on the company's 2026 agentic restructure: mapped workflows, designed agent behavior and human-handoff points, and shipped AI agents for content, social, and data analysis now in daily use. Built and maintain the design system behind every brand surface: tokens, typography rules, and a documented handoff bundle that lets non-designers ship on-brand. Raised conversion up to 34% by instrumenting pages with GA4, Hotjar, and Clarity and redesigning against observed behavior, working directly with the dev team on implementation.
GIF Design Studios Lead Designer Jan 2021 - Oct 2023 • Porto, Portugal Led an eight-person team and rebuilt the process under it: briefs, kickoffs, and dev handoff standards. Cut delivery time by 70%. First reviews went from three weeks to under one; revision rounds from five to one. Took profit margins from 38% to 65%, then moved the studio to a four-day workweek. Directed projects including Adidas' and more Arabic representative website and Norway's first legal AI product.
AIMMS UX Designer as contractor Dec 2018 - Jan 2020 / Netherlands (remote) Worked on B2B supply chain optimization software used by enterprise planning teams. Rebuilt the SC Navigator product documentation in Python and Sphinx, restructuring information architecture across content-heavy technical material.
Berthier Design Studio Freelance UX/UI/Brand Designer Jan 2016 - Current Delivered branding, UX/UI, and strategy for clients in health, education, tech, and solo businesses across several countries. Lifted client conversion rates from 6.5% to as high as 27% on conversion-focused sites. Ran full project cycles solo: research, identity, design, build, and dev handoff.
Agência Wasap? Visual Designer Mar 2013 - Nov 2015 • Balneário Camboriú, Brazil Designed e-commerce sites and landing pages for 30+ brands. Built visual systems and campaign assets for high-traffic retail campaigns.
Prime Sports Group Junior UI Designer Feb 2012 - Feb 2013 • Florianópolis, Brazil Designed websites and apps for major sports events in southern Brazil, used by 200+ athletes per event.

Skills

- UI Design

• AI Coding

• Motion Design

• Art Direction

• Design Systems

• Creative Direction

• Design Leadership

• Mentorship

• Product Design

• UX Research

• User Flows & Wireframing

• Conversion Optimization

• Data-Informed Design

• Product Design

• UX Research

• User Flows & Wireframing

• Conversion Optimization

• Data-Informed Design

• Framer

• Webflow

• Prototyping

• Front-end (CSS, GSAP basics)

• Design Process Optimization

• Cross-Functional Collab