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### **Professional Experience**

### **Adobe Inc., San Jose, CA***UX/UI Designer* (Nov 2022 – Dec 2023)

* As a UX/UI designer on a critical Adobe onboarding project, I helped enhance task success rates, improving conversion and retention. After pitching the initiative to VPs across design, engineering, and product departments, it secured funding and was launched as a key initiative in early 2024.
* I played a key role in redesigning Adobe Sign's automation feature, significantly boosting retention among multimillion-dollar annual customers.
* I contributed to the overhaul of the Acrobat 2024 UI, aligning it with Adobe's Spectrum Design System. This upgrade enhanced user experience and consistency across different platforms.
* Collaborating with the research team on the 'Archetypes' project at Adobe, I helped develop a deeper understanding of Acrobat user profiles, which has informed and improved future design strategies.

**Freelancer**
*UX/UI Designer & Digital Artist* (Dec 2019 – Nov 2022) and (Dec 2023 - present)

* Successfully delivered comprehensive solutions for diverse clients in the US and Brazil, partnered with web designers to enhance user experience for their small businesses, focusing on developing modern and user-friendly interfaces for websites and applications

**Lara Batista, Porto Alegre, RS - Brazil**
*Design Manager / Digital Artist* (Apr 2013 – Mar 2019)

* Directed a team to innovate in furniture design through user-centered approaches, significantly improving product functionality and user engagement.
* Developed a production workflow integrating 3D/CGI tools with user and market research assets to empower designers for success.
* Mastered a range of design software, including Adobe Creative Suite and Autodesk CGI tools, to craft detailed visual models for furniture and interior design projects.

**Martial Arts Instructor**

Brazilian Jiu-Jitsu instructor (Mar 2013 – Apr2023)

* Applied strategic thinking, clear communication, and instructional skills to simplify complex techniques, demonstrating patience and customization abilities.

**Melon 3D Imagery**

3D Artist (Nov 2011 – Apr 2013)

* Collaborated with a highly skilled team of designers to develop intricate 3D models for architectural visualizations.

**Education**

### Bachelor's Degree in Graphic Design, Universidade do Vale do Taquari (UNIVATES), Lajeado, Brazil

* UX/UI Design Nanodegree Program, Udacity, Online, USA
* Fountaine Digital Sculpture, Melies 3D and Cinema School, Online, Brazil

### **Technical Skills**

* Visual Design, Storytelling, Wireframing, prototyping, interaction design and user testing.
* Adobe Creative Suite, Adobe XD, Miro and Figma for UX/UI
* 3DsMAX, Blender, Maya, Zbrush and other tools for CGI/3D
* collaboration, and high-fidelity prototyping to meet and exceed project deliverables.
* Solid foundation in visual design.
* Advanced capabilities in Digital art (Illustration, Animation and 3D modeling)
* Basic HTML and CSS knowledge.
* Solid experience in small business marketing and brand development