

SUMMARY

Product Designer focused on UX Research, Content Design and applied AI. Since 2015 I connect people, business and technology to turn complex problems into clearer, more functional solutions. I work end-to-end with autonomy: from discovery to solution delivery, using AI as a lever for speed and process without losing strategy or care for the people who use what I build.

SKILLS

UX & Product

UX Research · UX Strategy · Information Architecture · Prototyping · Figma · Design System · Service Design · Usability Testing

Content & Brand

Content Design · UX Writing · Content Strategy · Brand Identity · Growth Design · Storytelling

Business, Data & AI

Systemic thinking · Employee Experience · Data & analytics · Applied AI to design · End-to-end autonomy · Technical feasibility & handoff

PROFESSIONAL EXPERIENCE

Solutions & Performance Consultant

B2HR — People & Strategies · HR Consulting · Remote · May/2022 – Jun/2026

Led the Design, brand and content practice at an HR consulting firm, conducting discovery, user research, information architecture, UX Writing and end-to-end product and service solution delivery.

- Led the redesign of the institutional website: PO-adjacent role, bridging business needs and external vendor from discovery to delivery validation.
- Content strategy and UX Writing for product and service solutions, connecting brand positioning to real client behavior.
- UX Research, data analysis and indicator tracking to inform product and communication decisions, with AI integrated throughout the workflow.

HR Analyst, Employee Journey Focus

CNP Assurances / Caixa Seguradora · Brasília, Brazil · Aug/2015 – Oct/2021

Worked in a People Management division that grew from a Culture and Quality of Life cell into a full Employee Experience superintendency with strategic positioning, actively contributing across multiple fronts.

- Quality of Life Program management: key point of contact with employees, partners and vendors, identifying experience improvement opportunities.
- Dashboards and data analysis (Excel, Power BI): periodic reporting and decision support for budget and strategic decisions.
- Led the Reimbursement System project: journey mapping, data analysis and support materials to integrate HR and IT teams.

Multisector Background · 2009–2015 · Retail, Aviation, Business Administration and Photography Production — foundation of systemic thinking, stakeholder management and complex problem-solving.

SELECTED PROJECTS

Flow Benefits | Reimbursement SaaS — 3 Acts

From a problem lived at Caixa in 2015 to a functional solution shipped in 2026. Employee Experience, Service Design, end-to-end delivery.

flow-benefits-case.vercel.app/case.html

OBAM | Food & Climate Change Observatory (UnB)

Real client: visual identity, content management and academic portal. From strategy to deploy with full handoff for team autonomy.

obam-bay.vercel.app

EDUCATION & TRAINING

UX/AI Unicórnio 2.0 Program	UX Unicórnio / Leandro Rezende	2026 · 200h+ · in progress
IA Lab Workshop: Visual Identity with AI	Imagenation / Estúdio Kimura	2026 · 16h
Atlas Brand System Workshop	Overlens	2026 · 16h
Figma Masterclass: Auto-Layout, Components & Variables	Beatriz Miranda	2025 · 3h
Professional Training in UX, UI and Product Design	UX Unicórnio / Leandro Rezende	2022 · 120h
Bachelor's in Business Administration	Centro Universitário IESB	2016–2019

LANGUAGES

Portuguese Native · English Intermediate, evolving · Spanish Intermediate

[LinkedIn](#) | [Portfolio](#)