

## Experience

11/2022 – Present

### UX/PRODUCT DESIGNER – ZOOP

Zoop is a platform that allows fans to collect cards/ NFTs from their favorite celebrities in the form of digital collectibles, thus creating a closer connection between Fan and Celebrity.

➤ [View Zoop website](#)

05/2022 – 03/2024

### PRODUCT DESIGNER – SHAPE ROUTE

- Designed the Shape Route mobile app from the research and conception phase
- Created the Shape Route marketing website
- Worked in a small cross-functional team with limited resources

➤ [View case study on portfolio](#)

06/2020 – 01/2022

### UX DESIGNER – MOBEYBOU

- Helped Mobeybou to expand its digital solutions by designing a mobile game interface
- Designed a digital product from the start until the final validation with its users
- Used gamification to improve engagement
- Moderated and organized remote ideation sessions with the team to get feedback and align team efforts
- Built a design system to support future game developments or levels expansion

➤ [View case study on portfolio](#)

03/2016 – 08/2016

### UX DESIGNER – EQUISTRUERE

- Redesigned the company e-commerce website
- Helped increase profits by designing and sending newsletters to +10k subscribers

## Skills

### DESIGN

User research • Usability testing • Prototyping  
Information architecture • Wireframing  
Interaction design • Visual communication

### PROGRAMMING LANGUAGES

HTML • CSS • Javascript

### LANGUAGES

Portuguese • English

## Education

2019 – 2022

### MASTER DEGREE IN DIGITAL DESIGN

Polytechnic Institute of Cávao and Ave

2016 – 2019

### LICENTIATE DEGREE IN GRAPHIC DESIGN

Polytechnic Institute of Cávao and Ave

2011 – 2015

### LICENTIATE DEGREE IN ENVIRONMENTS DESIGN

Polytechnic Institute of Viana do Castelo

## Awards

2018

### UDA ANNUAL INTERNATIONAL DESIGN COMPETITION

Silver on Symbols category

## Publications

**How Design and Technology Can Contribute to Learning: The Mobeybou in Brazil Educational Game Case Study.** (2022) Perspectives on Design and Digital Communication III – Springer Series in Design and Innovation

**Once Upon a Time: A Kit of Tools for Reading and Telling Stories.** ARTECH 2021 – 10th International Conference on Digital and Interactive Arts

**Granito das pedras finas de Ponte de Lima – Proposta de logótipo/marca** (2014) ODNI\_4 – Objeto Design Nome Identificado.

## Relevant Courses

08/2021

### USER RESEARCH AND DESIGN

Universidade do Minnesota – Coursera

03/2016

### INTERACTIVITY WITH JAVASCRIPT

Universidade de Michigan – Coursera

➤ [See complete list on LinkedIn](#)