

Senior Product Designer with 5+ years across fintech, B2B/B2B2C and early-stage products, backed by a multidisciplinary foundation in visual and brand design. I take ambiguous, complex problems from discovery and research through product definition, prototyping and delivery — recent work includes driving a 3× increase in buyer conversion through experimentation and research, and leading AI-assisted workflows now in testing with live clients.

I work closely with Product and Engineering across 0→1 development, complex financial workflows and design systems, combining strong interaction and visual craft with data-informed decision making and systems thinking.

Senior Product Designer - Ekorn London, UK

June 2025 - Present

- Own end-to-end product design for an early-stage fintech platform, translating regulatory and operational constraints into financial workflows for advisers and clients.
- Conducted 50+ user interviews with advisers and clients to identify unmet needs and product opportunities, directly informing initiatives including annual review experiences and AI-generated suitability reports.
- Designed and prototyped AI-assisted financial workflows, including automated suitability reports and an adviser dashboard for surfacing portfolio insights and flagging clients needing attention; the suitability workflow is now in active client testing.
- Designed and shipped a bulk Fact Find workflow for high-volume financial data collection, now supporting 374 Fact Finds with a 67.9% completion rate.
- Redesigned the client portal from a basic information page into a richer portfolio experience, introducing portfolio value, plans, performance visualisation and document access.
- Built and evolved scalable design-system foundations, components and interaction patterns, partnering with Engineering to improve consistency across a rapidly growing product.

Senior Product Designer - Greenspark Remote, UK

May 2023 - June 2025

- Led end-to-end product design across a B2B/B2B2C sustainability platform, shaping complex customer and product workflows across web and mobile.
- Redesigned the homepage and discovery experience, contributing to a 38% increase in paying customers (345 → 476) over 12 months.
- Addressed fragmented information and ambiguous navigation in the same journey, helping cut monthly user abandonment and backtracking from 76–84 to 5–24.
- Redesigned public profiles, widgets and shareable impact experiences from scratch, introducing differentiated experiences across subscription tiers and creating a scalable white-label system in collaboration with Engineering.
- Designed a new customer impact journey, helping users understand and share the real-world outcomes of their activity through impact programmes, progress and project stories.

Senior Product Designer - Doji Remote, UK

Jun 2021 - Apr 2023

- Drove a 2.6× increase in buyer conversion over 12 months by redesigning and optimising the marketplace journey through experimentation, product analytics, A/B testing and user research.
- Shipped responsive product experiences across web, iOS and Android, partnering with Product and Engineering from exploration through delivery.
- Helped shape Doji's visual identity alongside Brand and Marketing, contributing the design direction to the company Brandbook and maintaining consistency across product and brand touchpoints.
- Designed and built landing pages in Webflow, supporting product discovery, campaigns and experimentation outside the core product.

Earlier design experience:

Designer - EBANX (Curitiba, BR)

Mar 2019 - Jun 2021

Worked across brand, digital campaigns, events and communication systems at a fast-growing Latin American fintech, collaborating across Creative and Marketing teams to maintain visual consistency across digital and physical touchpoints.

Graphic Designer (Intern) - Social Wave (Curitiba, BR)

Sep 2017 - Mar 2019

Joined as an intern before moving into a full-time design role, creating visual identities and marketing for music and social events and using A/B testing to optimise paid campaigns.

Designer (Intern) - HQS (Curitiba, BR)

Apr 2017 - Dec 2017

Worked across brand identity and digital interface projects, collaborating directly with developers to translate business requirements into website and application experiences.

Education

BDes, Design - Federal University of Technology (UTFPR), Brazil

Multidisciplinary design programme spanning product/industrial design, interaction design, 3D, spatial design and visual communication.

MBA, Marketing Management - Positivo University

Interior Architecture & Design BA (Hons), Research & Exchange Programme - Nottingham Trent University, UK

Had the opportunity to study at NTU through the Science Without Borders, a Brazilian government program, as part of my Bachelor's Degree (UTFPR).

Courses

Getting ready to build from Figma - Figma Designer to Builder series - Summer 2026

Product Manager and Leadership - Tera Higher Education - online

Sustainable Design, ESG - Green Digital Skills - INCO Academy

Figma to Lottie - LottieFiles + Figma

Design System Specialist - Meiuca

Volunteering and Awards

Award winner - Small Business Goes Big

£100,000 worth of advertising space across the UK

ADPList Mentor | Product Design Mentor | Volunteer at Watts Gallery

Tools: Figma, FigJam, Webflow, Adobe Creative Suite, Lottie