

I'm a product designer and recognized thought leader with over a decade of industry experience. I'm passionate about creating systematic, intuitive, and beautiful product experiences. I'm currently at Meta, improving how we meet and work in VR/AR. Previously, I was a founding designer at Wonder and led cross-functional teams at Samsung. I have designed and launched successful products with large organizations and have innovated with startups to roll out new ventures worldwide.

## Experience

Meta/Reality Labs Lead Product Designer 2022 - Current	I work with PMs, engineers, and cross-functional partners to identify and solve complex product challenges for productivity use cases in VR/AR, working across research, UX/UI, and validation. Notable projects include Mixed Reality meetings (featured at Connect 2022), novel hardware, and key AR features shipped with the new Quest Pro.
Wonder Founding Principal Designer 2020 - 2022	I led critical product design initiatives spanning user growth & retention, branding, product strategy, and design leadership. As a Principal Designer, I managed and mentored three designers and one UX researcher. My contributions allowed the company to reach product-market fit, going from 0 to one in 16 months, reaching an audience of 1M users monthly.
Independent Product Designer 2017 - 2020	I worked with startups and founders to drive the creation of new products in the Data Visualisation, AI, and Web3 space. Most notable projects include Status.im (mobile crypto wallet and messaging app) and XaiPient, a SaaS solution to debug and visualize AI models.
Samsung Staff Product Designer 2012 - 2015	I led a multi-disciplinary team of designers to research and developed many concepts in mobile and wearable computing and contributed to the design of 2 successful product launches, impacting more than 200m users worldwide. I contributed to UX design for the Gear S and Galaxy Tab and played a crucial role in redesigning Samsung mobile OS. As a design lead, I was responsible for the concept and design of two wearable cameras, including many IPs connected to photo capture/management.
Globo.com Senior Interaction Designer 2011 - 2012	I led the design and development of mobile products for the leading network conglomerate in South America (Globo.com), collectively reaching 800k downloads. I led a team of designers and engineers from product discovery to 3 Successful launches. Most notably, the award-winning Globo Sports iPad app – a first-of-its-kind companion app – allowed users to watch soccer while experiencing in-game statistics. With 300k downloads, the app was in the Brazilian App Store's top apps of the year.

## Education

Strelka Institute 2019	Researcher in-residency
Mills College 2015 - 2017	MFA in Generative Art and Electronic Music
Catholic University of Rio 2011 - 2012	MA in Interaction Design and Information Architecture
University of Rio de Janeiro 2004 - 2008	BA in Communication and Media Studies