

Experience

Hunch Principal Founding Designer 2023 - Current	I lead the creation of a groundbreaking AI workspace, empowering knowledge workers to harness AI for complex, non-linear tasks. Collaborating closely with the founders, I redefined the product experience to integrate advanced AI models (i.e., LLM, Image Generation) into the core UX. Through extensive user research, I identify key pain points and develop features that give users greater control over AI reasoning and the ability to reuse workflows with teams. My contributions to the core UX, brand, and visual identity have been instrumental in transforming Hunch from a concept into a first-of-its-kind AI workspace embraced by over 1,000 early adopters, positioning it as a leader in the AI tools market.
Meta/Reality Labs Lead Product Designer 2022 - 2023	At Meta, I led the design of next-generation VR/AR productivity applications. Collaborating with engineers, product managers, and cross-functional teams, I tackled complex technical and UX challenges across research, design, and engineering. Notable projects included Mixed Reality Meetings and Magic Rooms—showcased by Mark Zuckerberg at Connect 2022—which exemplified advancements in remote collaboration and presence. Additionally, I contributed to defining innovative AR-based features shipped with the Quest Pro and the Orion AR glasses, as well as new product experiences on the roadmap yet to be released.
Wonder Founding Principal Designer 2020 - 2022	As Principal Product Designer at Wonder during the early stages, I was instrumental in helping the company achieve product-market fit within five months, successfully raising an \$11 million funding round, and reaching one million monthly users within its first year. I led critical initiatives for user growth, retention, branding, and product strategy, and managed and mentored a team of three designers and UX researchers. My work facilitated the creation of a spatial user experience model that overcame the limitations of platforms like Zoom and Google Meet, helping Wonder establish a unique product proposition in the space of online gatherings.
Independent Product Designer 2017 - 2020	As an independent product designer, I collaborated with startups and founders on projects to develop innovative products in the areas of Data Visualization, AI, and Web3. I contributed to Status.im, a mobile crypto-wallet and messaging app, notably enhancing user security and increasing its adoption in the crypto space. Additionally, I played a key role in developing XaiPient, a SaaS solution designed to facilitate ethical AI practices and reduce debugging time for developers.
Samsung Staff Product Designer 2012 - 2015	I led a multidisciplinary team of designers to research and develop multiple concepts in mobile and wearable computing, contributing to the design of two successful product launches, reaching more than 20 million users worldwide. I contributed to the UX design for the Gear S and the Galaxy Tab and played a crucial role in the redesign of the Samsung mobile OS. As the design lead, I was responsible for the concept and design of two wearable cameras, including various intellectual properties related 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 eight hundred thousand downloads. Leading a team of designers and engineers, I oversaw the creation of three successful launches, from product discovery to release. 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.

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