
PROFILE

At the core of my work in digital product design and visual communications are strategic concepts that tell stories about brands in a usable and accessible manner.

EXPERIENCE

2021–2023

Senior Product Designer at DoorDash, Consumer Growth · *Seattle, WA*

Partner with product, engineering, operations, research, marketing, legal, and more to define the vision and roadmap for DoorDash's principal growth acquisition mechanism, DashPass (a membership subscription offering). As Design Lead, highlights included shipping DashPass for Students, the Partnership Platform, and DashPass Gifting, as well as several optimizations regarding Pricing display, Seamless signup entry points, and Service fee disclosure. I also worked with the business team to pitch new partnerships for co-branded experiences. As a contributor, I partnered with the Design Systems team on a pilot program to help scale workflow efficiencies by defining team file structure, taxonomy, and visual patterns within my group's domain.

2010–2020

Senior Product Designer at Microsoft, AI + Research · *New York, NY & Bellevue, WA*

Apply strategic thinking and business goals to define visual and interaction design, incorporating both into the workflow and product design. As Design Lead, highlights include Query formulation, Header, Windows 10 Search Home, Amazon tablet search integration, Office 365 search integration, Cortana mobile apps, Multimedia Music core content, Bing Rewards, and four search verticals (Images, Videos, Vehicles, and Real estate). As a contributor, Whole page optimization (Search results with rich captions), Ads, Typography refresh, Windows 10 Search experiences, Conversational UI (Cortana, Bing, and Zo), Bing for Business, Answers refresh, Windows 8 app, iPad app, and future vision work.

2007–2010

Principal at BEEMO · *New York, NY & Rio de Janeiro*

- SmartReply: Dashboard design and development for largest SMS ad platform in the U.S.
- How To Be Single: Site design & development for New York Times best-selling author Liz Tuccillo
- Seed Media Group: Ongoing marketing campaigns for print & digital; illustrations
- NYC & Company: Site design for *This is NYC* initiative
- Hewlett-Packard: Print design for direct mail campaign
- Dell Computers: Print design for multilingual marketing collateral
- Vogue Magazine: Editorial design for Gisele Bündchen special edition
- Dunkin' Donuts: Logo design and branding campaign
- Mary Mac Apparel: Technical illustrations for women's fashion line
- NY Press: Editorial illustrations for print and online

2005–2007

Senior Art Director at iCrossing · *New York, NY*

Responsible for design and technical development for the Emerging Technologies Group at the largest private SEO agency in the U.S. I worked with a multidisciplinary team of information architects, copywriters, developers, and designers to balance the technical details of SEO with branding initiatives to provide optimized content for clients like Coca-Cola, Batteries.com—winner of 2006 Web Award from the Web Marketing Association, Citibank, PetCo, Fairmont, and the Kennedy Space Center. Client pitches for American Express, Dollar Rent-a-Car, Charles Schwab, and Six Flags as well.

2004–2005

Senior Designer at The Knot · *New York, NY*

Responsible for designing an assortment of marketing materials for several in-house brands—The Knot, The Nest, and PromSpot—as well as outside clients who advertise their products and services through these channels. Key clients included Kohls, Oral-B, Sony Music, Castle Resorts, and Collages.

- 2003–2004 *Senior Art Director at One Digital · São Paulo, Brazil*
As the first senior member of the creative team, I was responsible for both in-house visual branding of the agency—on and offline projects—as well as art direction and production for several corporate clients: Ford (Mexico), McDonald’s, and Bradesco.
- 2000–2001 *Senior Art Director at Lowe & Partners · New York, NY*
As the founding Art Director at Lowe, I was responsible for the world-class creative and solid strategic thinking behind the digital marketing efforts of Dell, Dennys, Western Union, Burger King, Courtyard, Lego, MapQuest, Amstel Light, and Heineken, as well as in-house creative including corporate site design, identity systems, and video editing.
- 1998–2000 *Designer at UniWorld Group · New York, NY*
I designed and developed the company’s first intranet, which was the largest, privately held, multi-ethnic advertising agencies in the country. This led to redesigning the company’s corporate site and acquiring more new media accounts. I also prepared presentations for clients such as AT&T, Burger King, Ford, GlaxoSmithKline, Kraft, and Microsoft.
- 1997–1998 *Network Operations Technician at Sprint, Public Data Service Center · Washington, DC*
I managed the world’s largest X.25 data network as well as Frame Relay networks. I also designed the P.D.S.C.’s first intranet, which helped make operations run more efficiently while supporting large client networks such as AOL.

EDUCATION

- 1998 Interactive Multimedia Design
Hogeschool voor de Kunsten ‘School for the Arts’ · *Amsterdam, NL*
- 1990–1994 B.A., Psychology
University of North Carolina · *Wilmington, NC*

RECOGNITION

- 2020 Bestfolios of the Year
- 2020 8 Well Done UX Case Studies Every Designer Should Read
- 2015 U.S. Patents D745,880, D722,073, & D722,074
- 2006 Advertising Standard of Excellence Award · Batteries Doctor, *New York*
- 2003 Creative Review, *United Kingdom*
- 2003 Revista DIF, *Portugal*
- 2002 1º Exposição de Arte Digital, *Novo Friburgo, Brazil*
- 2002 Revista Bossa, *São Paulo, Brazil*
- 2001 Finalist at NY Festival · Dennys, *New York*
- 1997 Quest Award for Excellence · Sprint, *Washington DC*

LANGUAGES

- English (native)
Portuguese

THANK YOU.