

Product design, Human-AI Experiences @ Microsoft

Work Experience

Microsoft / Product Designer

Jun 2021 - PRESENT, DUBLIN - IRELAND

I lead design for Viva Admin & Copilot for Employees in the Viva Horizontals team, focusing on enhancing admin experiences and exploring new HR Copilot market opportunities. I conduct qualitative research to understand IT Admins' mental models and ensure seamless app and feature management.

Previously, I led design for Walkie Talkie, addressing usability and accessibility issues through behavioural research. This resulted in a globally utilised experience, with continuous improvement through concept designs and customer sessions.

Verizon Connect / Senior Product Designer

Mar 2019 - May 2021, DUBLIN - IRELAND

Hired to lead the video experience team at Verizon, I addressed a critical need for a tool enabling drivers to access dash camera history swiftly for legal cases. Through user interviews and internal workshops, we identified pain points and frustrations, leading to the successful launch of Video on Demand. Thousands of customers now access it daily, meeting our KPIs for locating desired video segments.

Game on Media / Product Designer

Feb 2018 - Feb 2019, DUBLIN - IRELAND

Upon joining the company, my focus was on enhancing the gaming experience across all platforms. Through user research, I identified outdated design and illogical information architecture. I spearheaded a global redesign across all brands, resulting in a revamped gaming experience for players on mobile and desktop. This led to improved player acquisition and retention, offering users a more enjoyable and intuitive experience.

Apple / User Experience Designer QA

Jun 2016 - Feb 2018, CORK - IRELAND

Reviewed the experience of the online and print help guides and overall documentation for a range of Apple products (macOS Help, iMovie iOS, Clips, Final Cut Pro X, Compressor, Apple TV).

Later, contributed to the experience of Apple's native Tips app - conducting user research and reporting back to the design team on learnings and recommendations.

Education

FHO / BA Information Systems

Jan 2009 - Dec 2013, BRAZIL

Designed and implemented an innovative internal website dedicated to language learning for fellow alumni, garnering prestigious recognition for my team at the university's innovation fair.

Skills

Design: Illustration & UI graphics • Strategy & visual presentations • User flows • Concept sketches • Wireframes & mock ups • Motion design with Principle • E2E concepts • Design Thinking • Discovery • Storytelling • AI Principles • Human factors

Research: Data analysis • Task analysis & persona hypothesis • A/B testing & Experimenting • Cognitive walkthrough • Customer visits & habits analysis • Qualitative / Quantitative research methodologies • In-depth interviews • Research result analysis and presentation • Competitors analysis

Business: Market vision • Business model analysis • Metric analysis • Information systems • Business blueprints • Ambiguous tasks/requirements • Requirement prioritisation • Growth marketing • Monetization

Collaboration: Workshop facilitation • Design critique • Self starter • Detail oriented • Flexible • Communicative • Easy to deal with • Mentor • Curious

Languages

English, Portuguese, French, Spanish & Italian