

WORK

Metigy AI Director of UX

2020 - 2022

- Lead the human-centred culture across the company
- Develop the "Research Centric Model" as core to deliver innovation
- Foster Team collaboration using Data and Design Thinking methods
- Deliver AI Recommendations experience, definitions and processes

Metigy AI UX Lead

2017 - 2020

- Build the team with open communication and feedback
- Design Intelligent Interfaces, Metigy Recommender System and AI-Driven Journeys
- Ground UX/UI Design principles and values

OneWG / Former DDB Agency Head of Digital and Creativity

2013 - 2017

- Lead a Team of Copywriters and Art Directors
- Create Digital campaigns including websites and multi-platform activation
- Design Branding Strategies and visual identities

Political Campaigns Head of Design and Digital

2010 - 2012 - 2013

- Create Social Media Strategy and Digital Content for candidates

D/ - Independent Agency Head of Art

2008 - 2010

- Design visual concepts, end-to-end advertising campaigns and Branding

EDUCATION

Hyper Island 2017

- Masters in Digital Design Management, Manchester UK

Brand and Storytelling Design D&AD 2016

Creative Leadership 2013

Graduated in Advertising and Marketing 2010

RECOGNITIONS AND AWARDS

Luerzers Archive Magazine - 4 publications

Professional of the Year Award - Rede Globo de Televisão

Gold - FEPI Festival de la Publicidad Independiente Argentina

Several brazilian local market awards