



About

With more than 15 years of experience in digital design combined with a business and marketing background, I specialise in pursuing innovative, simple and effective solutions to design problems. My design philosophy is that great user experience means more than fulfilling a task. It is being both thoughtful and delightful as interactions unfold. Ultimately, great experiences are the reason users chose to return to a website over another.

Professional Experience

- Jul 2014** • **AKQA/Nike Global**
Freelance Sr. Designer
Cross-platform designs for Nike Run social platform Run Istanbul 2014 event and campaign
*Visual Design
Desktop / Tablet / Mobile*
- Feb 2014 - Jun 2014** • **BBC - iPlayer Radio**
Freelance Sr. Designer
I returned to the BBC to be part of the team redefining the iPlayer Radio proposition. During this time, together with BBC's designers, I worked closely with a variety of stake holders as well as developers to generate propositions in a series of 5-step design sprints.
I also had the opportunity design one of the beta experiments that are spearheading the changes to come.
*5 step design sprints
Comcepting
Prototyping
User testing*
- Apr 2013 (ongoing)** • **Popstand (new product development)**
Designer, Inventor
From April 2013, I have dedicated part of my time to developing this novel mobile phone accessory. Popstand is a registered design mobile phone holder that is the size and shape of a credit card so it can be carried in your wallet.
Product design & development
- Aug 2010- April 2013** • **British Broadcasting Cooperation - BBC**
Senior UX Designer
In my initial years with the BBC, I worked with several products including BBC Sport & Olympics, iPlayer TV, iPlayer Radio, Childrens and the pan-product service BBC Me.
Activities involved: developing interaction models, creating prototypes, user testing, design of responsive interfaces and wireframes. Stakeholder liaising, coordinating developer work, line management of junior members of the team, team-wide presentations.
*Wireframing
Visual Design
Interaction design
User testing
Line-management*
- Aug 2009- Aug 2010** • **Self-employed Designer**
Freelance Designer
When I moved to London from São Paulo, I established myself as a self-employed Designer operating from a studio in East London and handling various projects ranging from websites, flash animations to brand design and furniture. Some of the clients include Iconic, Tuborg Beer, Tape records and the eco-furniture designer Ryan Frank.
*Art Direction
Project Management
Furniture & product design*



Jan 2007 - Jul 2009 • **Dobra Digital**

Partner

In 2007 I merged my boutique design studio with this agency specialized in institutional marketing campaigns for large enterprises. There I took on the roles of creative and art direction for campaigns, corporate games and websites working with clients like Unilever, Petrobras and Wall Mart.

*Creative Direction
Art Direction
Project Management*

Skills & Abilities

Experienced, creative, professional with an array of skills that contribute to the project at every stage of development. An advocate of good and innovative design with an eye for detail and the highest quality design.

The combination of design and business backgrounds coupled with the ability to experiment and design directly in code mean fluency in communicating with developers, designers and stakeholders alike.

More broadly, a design enthusiast who is always actively studying and experimenting with design and its impact on peoples lives.

Persona elaboration

Scenarios & User journeys

Design sprints

User testing, AVB testing and card-sorting

Paper & digital prototyping

Responsive design

Wireframing

Visual design

HTML5 / CSS3

Javascript/Jquery

Fluent in English, Spanish and Portuguese

Good understanding of Italian

Education

Furniture Design

Postgraduate degree (2008)

Fundação Senac
São Paulo, Brazil

Graphic Design

Master of Arts (2001)

Savannah College of Art and Design
Savannah, GA - USA

Business & Marketing

Bachelor (hons) (1997)

Fundação Armando Álvares Penteado
São Paulo, Brazil

Portfolio of Works

Soon at **relopes.net**. Meanwhile, a selection of works can be provided upon request.