



2026 **Portfolio**
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Welcome! I'm an Industrial Designer with over 14 years of experience in product development. Today, I focus on creating meaningful industrial products that combine creativity, technical feasibility, and user needs to improve people's everyday lives.

Hi! I'm an designer with over 14 years of experience, passionate about turning ideas into creative, functional, and manufacturable solutions. Originally from Lages, a small town in southern Brazil, I hold a degree in Product Design from Universidade Positivo.

Throughout my career, I've been involved in every stage of the design process — from early research and concept development to technical detailing and close collaboration with engineering teams. My professional journey began in 2009 as a trainee at a furniture design studio, and since then I've worked with companies of different sizes and cultures, always focused on user-centered product development.

I've had the opportunity to be part of talented teams at ATA Design, Komm Design, and more recently at MAD Creative, Intelbras, and Electrolux, where I currently develop projects for the home appliances sector.

I'm proficient in tools such as SolidWorks, Rhinoceros, KeyShot, Photoshop, and Illustrator, with strong manual sketching skills and solid

experience in 3D printing. This interest in prototyping eventually led me to launch my own creative venture, @FusoDesign, where I design and produce 3D-printed objects.

Over the years, I've worked on a wide variety of projects, including mobile libraries, pop-up stores, point-of-sale displays, packaging, a gamer UPS, webcam, microwave oven, and even a stove knob. I enjoy collaborative, multidisciplinary environments and always aim to deliver solutions that balance aesthetics, functionality, and production feasibility.

Fluent in English e un italiano più o meno buono, I'm eager to contribute to dynamic, multicultural teams looking for a versatile, hands-on designer. Sketching and 3D modeling have always been my favorite areas, but I also enjoy being involved throughout the entire industrial design process.

This portfolio showcases a selection of projects I've worked on in recent years and offers a snapshot of my experience, skills, and approach to industrial design.



As a Senior Industrial Designer at Electrolux, I contribute to the design and development of projects across different product categories, taking ownership of the technical design development and working closely with engineering teams and suppliers. I collaborate throughout the product development process, from concept refinement to production, helping translate design intent into feasible, manufacturable solutions while balancing user needs, technical requirements, quality, cost, and production constraints.

jul 2023 - current



During my two years at Intelbras, I worked on the development of a wide range of products across residential security, networking, access control, and product experience displays. My main activities included research, conceptualization, product development, and refinement of existing products. I also worked with CMF design and product visualization, collaborating with engineering and other teams throughout the development process.

may 2021 - jul2023



At MAD Creative, I worked across packaging and exhibition design, contributing to the development and internalization of projects from concept to final execution. I developed a range of perfume bottles and packaging solutions for clients such as O Boticário, Eudora, and Ferrero, as well as POP/POS materials and retail displays. My role involved concept development, design refinement, 3D development, and collaboration with clients and suppliers to ensure design feasibility and execution.

nov 2019 - may 2021



At Komm Design, I worked on a broad range of industrial design and experiential projects, with a strong focus on social and commercial initiatives. I developed solutions such as mobile libraries, pop-up stores, brand activations, and temporary retail environments for clients including the Government of Paraná, Havaianas, Disney. My role involved concept development, 3D modeling, technical detailing, prototyping, and collaboration with suppliers to translate concepts into functional and feasible solutions.

jan 2012 - nov 2019



In my first professional experience, I worked on the development of furniture and home products specifically designed for Tok&Stok Brazil. I supported the design and development process from research and concept development through production, gaining hands-on experience with product design, materials, manufacturing processes, and production follow-up.

jun 2010 - nov 2011

Education

UP - UNIVERSIDADE POSITIVO
2007 - 2011

Bachelor's Degree in Industrial Design – Product Design
Positivo University (Curitiba-PR).

Softwares

Rhinoceros
SolidWorks
KeyShot
3D Max
Illustrator
Photoshop

Languages

Portuguese - Native
English - Professional
Italian - *Non è male*

UE Citizenship



Electrolux
Multibrand Microwave Platform
(2023)

Complete Renewal of the Entry-Level Microwave Portfolio for Latin America

Started in late 2023, this was one of my first major programs at Electrolux. The objective was to redesign the entry-level microwave portfolio for Latin America across three platforms: 34L, 25L and 20L, with dedicated CMF strategies and regional adaptations.





OLD LINE-UP
VS
NEW CONCEPT

THE COST CHALLENGE

The main challenge was to achieve significant cost reductions while preserving perceived quality, usability and visual appeal.

The design incorporated several cost-saving initiatives, including fewer colors and printing processes, simplified door construction, reduced component count and optimized glass and silk-screen applications.

As entry-level products, even small cost reductions could significantly impact competitiveness, requiring careful decisions to balance cost, manufacturing efficiency and perceived value.

DESIGN STRATEGY

Two door solutions were developed across the three platforms.

The 34L and 25L models adopted a more aggressive cost-optimized solution, using a single-piece injection-molded door with a decorative metallic trim, reducing components and simplifying manufacturing.

For the 20L platform, a two-piece door was developed. This solution also allowed different handle designs, creating visual differentiation while maintaining manufacturing efficiency.

TECHNICAL & MANUFACTURING CHALLENGES

The 34L and 25L doors were the most technically demanding part of the project. Their large surfaces and thin wall sections created engineering and tooling constraints, including mold limitations, moving components and geometrical restrictions inherited from the supplier's base platform.

Close collaboration between Design and Engineering was essential to develop solutions that were both visually attractive and technically feasible.



USER EXPERIENCE & DIGITAL ECOSYSTEM

The microwaves also introduced a pre-programmed recipe ecosystem. A QR code integrated into the product gives users access to an online recipe platform with dishes developed specifically for the microwave's automatic cooking programs.

The solution had to accommodate the culinary habits and requirements of multiple Latin American markets, creating a connected experience that added value without compromising cost targets.

OUTCOME

The project resulted in a complete family of entry-level microwaves covering three platforms and multiple regional variations.

Through component optimization, simplified manufacturing and a focused design strategy, the team achieved ambitious cost-reduction targets while preserving attractiveness, usability and perceived quality.

MY CONTRIBUTION

Industrial design across a multi-platform product family
CMF development and regional adaptation
Design-for-cost optimization
Door architecture and user interface development
Collaboration with Engineering and suppliers

This project was a multidisciplinary effort involving Design, Engineering, UX, Product Management, Manufacturing and Marketing.

Special thanks to Alexandre di Bastiani, Alexandre Neves, César Lima, Carolina Andujar de Oliveira Nono, Mairon Souza, Mariana A. dos Santos, Dominique Adam, Tatiemi Iwamoto, Larissa Castro, Polyanna Astrath Costa, Lenen Vectori Rocha, and everyone who contributed throughout the program.





Electrolux
Side-by-Side Refrigerator
(2023)

This was my first project in the Food Preservation category, developed for multiple Latin American markets. Working within an existing supplier platform, I was responsible for the industrial design development of the left door, CME, and product graphics, balancing Electrolux's established design language with technical and manufacturing constraints.





THE CHALLENGE

One of the main challenges of the project was the transition to a new manufacturing supplier, which meant working with a different development process, technical capabilities, and set of manufacturing constraints. Since the product was based on an existing platform, the design needed to maintain the established Electrolux visual language while making the most of the areas where we had freedom to intervene.

My main responsibility was the industrial design development of the left door, including its proportions, surfaces, details, CMF, and graphics. One of the key opportunities was the water dispenser, where the housing was developed as a single integrated piece combining the glass display panel and lateral handle. This helped create a cleaner and more cohesive appearance while working within the limitations of the existing platform.

Throughout the development, I worked closely with internal Engineering and the supplier team to evaluate technical feasibility, refine the design, and ensure the design intent could be maintained through manufacturing. The project required constant balance between visual identity, inherited geometry, technical requirements, and supplier capabilities, resulting in a product that aligned with the existing portfolio while introducing a more cohesive and refined design solution.





COOKTOP LINE-UP
(2023)

As one of my first projects launched at Electrolux, I contributed to the development of a new gas cooktop lineup for the Latin American market, covering 4- and 5-burner platforms and different product tiers. The project aimed to renew the existing portfolio while standardizing components, reducing costs, and adapting the products to the evolving needs of consumers and increasingly compact kitchens.



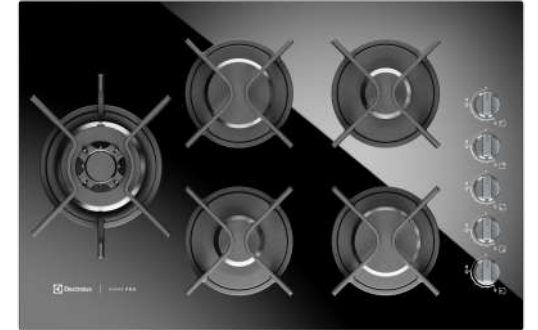


My main responsibility was the design development of the knobs and grates, working from early design definition through technical refinement and supplier development. The grates were developed in both cast iron and wire versions, addressing existing usability challenges such as pan stability and burner efficiency while maintaining a consistent visual language across the lineup. The knob design was developed in two versions to differentiate product tiers, including a more premium solution with a painted plastic applique. Particular attention was given to the flame indication, creating a clearer visual reference for the user and contributing to a more intuitive and safer interaction.

Throughout the project, I worked closely with Engineering, Product Management, and the supplier team, balancing design intent with technical requirements, manufacturing constraints, cost targets, and production feasibility. The project was a valuable opportunity to work through the complete design development process, from defining the visual and functional details to refining the final components for production.

COLLABORATION

This project was developed through close collaboration between Design, Engineering, Product Management, and the supplier team. Special thanks to Alexandre Neves, Cesar Lima, Gabriel Pontual, and Flavia Lacerda for their collaboration and contributions throughout the project.



PURECAT
WATER FOUNTAIN
(2023)

This project was developed as part of the selection process for my current position at Electrolux. The objective of the briefing was to develop a pet-focused Electrolux product scheduled for launch five years from now.

The Inspiration

Cats can be particularly demanding when it comes to water, and dehydration is a common concern. Unlike humans, we often pay less attention to the quality and availability of drinking water for pets.

The project started from this opportunity: how could a water fountain encourage cats to drink more while providing cleaner water and making everyday care easier for their owners? Research showed that running water can encourage drinking, while also offering advantages in terms of freshness and water quality.

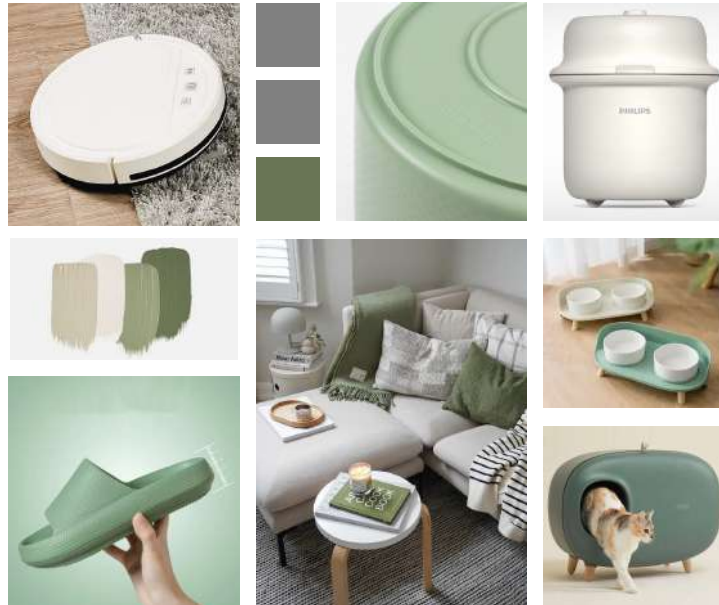


BRAZILIAN ROOTS

The concept was inspired by one of Brazil's most familiar household objects: the traditional clay water filter. Beyond its function, the clay filter has a strong presence in Brazilian homes, combining simplicity, familiarity, and a clear visual connection with the act of caring for water. Its construction and intuitive relationship with filtration became an important reference for the development of the fountain.

I wanted to translate these characteristics into a product that felt natural within the home, rather than looking like a typical pet accessory. The rounded, organic form was also inspired by plant pots and other objects commonly found in domestic environments, helping the fountain blend naturally into spaces such as kitchens, balconies, and living areas.

The result combines the familiarity of a traditional household object with the functionality and technology expected from a modern pet-care product. The design language communicates simplicity and care while creating a stronger connection between the pet's needs and the owner's everyday environment.



HOW IT WORKS

RED LIGHT

SOLID - Filter must be replaced.
FLASHING - Low water

GREEN LIGHT

SOLID - Proximity sensor detects movement.



Turn on (AUTO)

The fountain starts working as soon as the sensor detects movement.



Drait out

Allows you to manually turn on the fountain



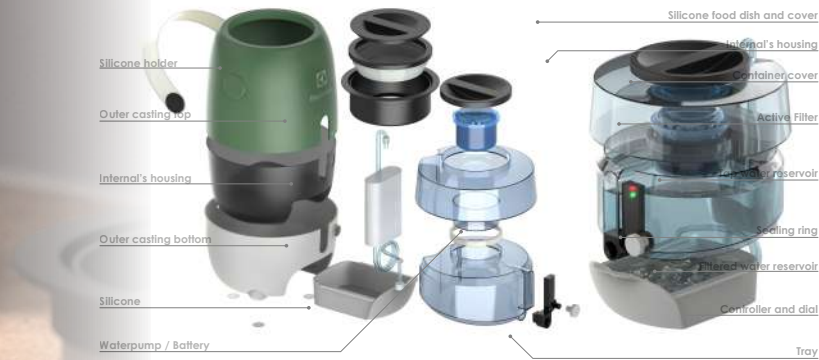
Cleaning Tray

Command to return the tray's water back to uppon reservoir.



The fountain was designed around a two-reservoir filtration system. Tap water is stored in the upper reservoir and gradually passes through an active filter by gravity, collecting as filtered water in the lower reservoir. A pump then recirculates the filtered water back to the fountain, creating a continuous flow while keeping the water available for the pet.

The system holds 4 liters in total—2 liters of tap water and 2 liters of filtered water—providing extended autonomy. It is battery powered and includes a proximity sensor that activates the fountain when the cat approaches, while automatically closing the tray when it has been inactive for more than five minutes. This reduces energy consumption and limits unnecessary exposure of the water.



INTELBRAS
ULTIMATE
GAMER UPS
(2023)

Intelbras' first gaming UPS was developed to bring the brand into a new market segment through an ODM partnership. While the core product and technical architecture remained unchanged, the design team locally reimagined the front housing to create a distinct gaming identity and connect the product with a new audience. The project was recognized with the 2024 Bornancini Design Award.



Designing for a New Audience

Working within the technical constraints of an existing supplier platform, I was responsible for the industrial design development of the product's front housing, transforming a standard UPS into a product designed specifically for the gaming audience. The project involved concept development, 3D modeling, CMF definition, visualization, and technical refinement, with close collaboration with engineering and the supplier to ensure the design could be manufactured within the existing technical architecture.



INTELBRAS
WEBCAM
(2023)

This webcam was developed at Intelbras using an OEM platform as the technical base, with modifications limited to the front cover. My role focused on redesigning the product within these constraints, exploring opportunities to improve functionality, user experience, and visual identity while maintaining compatibility with the existing internal structure and mounting system.

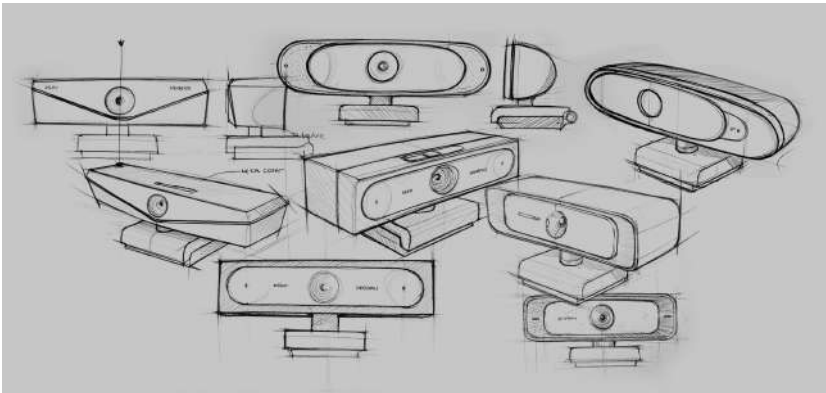


Designed for Privacy

One of the key improvements was the introduction of a sliding privacy shutter, providing a simple physical barrier when the camera is not in use. I developed the solution as part of the front-cover redesign, exploring the mechanism, proportions, ergonomics, and visual integration while working within the limitations of the existing OEM structure.

The front cover was refined through 3D development and technical adjustments to ensure the new components could be properly integrated without affecting the existing internal housing or mounting system. The development also involved close collaboration with engineering and the supplier to evaluate feasibility and refine the solution for production.

The final design combines improved functionality, user experience, and a more distinctive Intelbras identity. The project also marked one of my first explorations of AI-assisted visualization using Midjourney, at a time when AI tools were still relatively uncommon in industrial design. I used Midjourney to explore visual directions and support the rendering process, experimenting with new ways of communicating and evaluating the product concept.



THANK YOU!



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