

Natália Ferreira

Remote
Based in Lisbon, Portugal

natalia.revelant@gmail.com
PT +351 927 903 500 BR +55 (11) 99682-2159
 linkedin.com/in/natalia-revelant-ferreira

Designing stories and systems
that bring clarity to complexity.

EXPERIENCE

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Freelance Designer

Remote, based in Lisbon, Portugal

AI-Driven Product Designer / Information Designer • Jul 2025 – Present

Continuing to work across visual storytelling while expanding into digital product design, leveraging AI to explore solutions and build more intuitive user experiences. Recent work includes collaborating with Mútua, an impact intelligence platform for funders driving systemic change, and working alongside Box1824 and CI&T to define the design foundations for the new Tesouro Direto app.
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Box1824

São Paulo, SP, Brazil

Information Designer (Junior I → Senior I) • Jan 2019 – Jun 2025

During 6+ years, I partnered with researchers, strategists, and designers to turn complex ideas into compelling stories. By organizing information, structuring narratives, and designing presentations, I contributed to translating behavioral and cultural insights into decision-making tools for clients such as Itaú, Google, McKinsey, Ambev, Globo, Estadão, DASA, and RD Saúde.
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Folha de S.Paulo

São Paulo, SP, Brazil

Infographer • Jul 2022 – Oct 2022

Joined the Art Department during the 2022 elections, creating infographics and data visualizations under the fast-paced demands of a daily newsroom. I transformed reporting and data into visuals that could be understood at a glance.
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Cosmonauta

Porto Alegre, RS, Brazil

Presentation Design Intern • Aug 2017 – Nov 2018

My first professional role, where I supported the creation of visual narratives for clients across a range of industries while learning from seasoned designers.

EDUCATION

- ACADEMIC**

Insper

Postgraduate, Data Journalism and Data Storytelling

2022 (1 year)

IED São Paulo

Bachelor's, Graphic and Digital Design

2019 – 2022 (3 years)
- UPSKILLING**

Aprender Design

Estratégia de Produtos Digitais

Apr – May 2024

Projetando Sistemas de Design

May – Jun 2024

Liderando Times de Design

Sep – Oct 2024

Memorisely

UI Design Bootcamp

Apr – May 2025

Building Design Systems with Claude Design Workshop

Jun 2026

LANGUAGES

-  **Portuguese**
Native

 **English**
Fluent

 **French**
Basic

 **Spanish**
Basic