Natália Ferreira

Remote
Based in **Lisbon, Portugal**

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Designing stories and systems that bring clarity to complexity.

EXPERIENCE

Freelance Designer
Remote, based in Lisbon, Portugal
AI-Driven Product Designer / Information Designer • 2024 – 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.

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.

Folha de S.Paulo
São Paulo, SP, Brazil
Infographist • 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.

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