

Brand-driven innovation in Healthcare



A close-up photograph of two hands clasped together in a supportive grip. The hands are positioned horizontally, with the fingers of one hand wrapped around the other. The skin tones are natural, and the lighting is soft and even, highlighting the texture of the skin and the veins on the hands. The background is a plain, light-colored surface.

Cases

*sin-
cera*



RAIA DROGASIL

Bringing a more holistic approach to health to Brazil's largest pharmacy retail chain

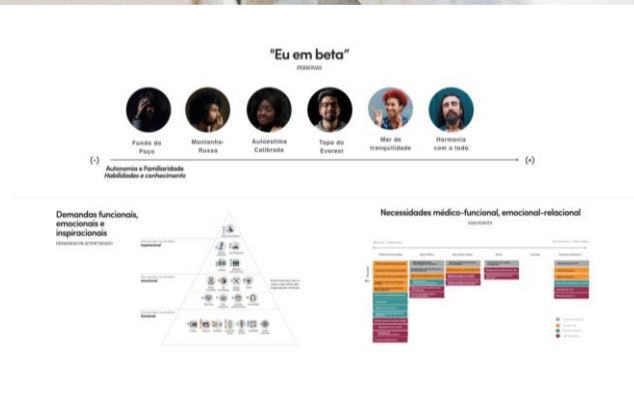
Raia Drogasil is Brazil's largest pharmacy (similar to Walgreens), wanted to future-proof their business, realizing that being a traditional pharmacy wouldn't allow them to continue to grow as a meaningful business in consumers' lives.

Chronic conditions are a reality that many people face, so RD saw an opportunity to create a better experience for those customers. Through numerous workshops and ethnographic in-depth interviews in 3 Brazilian cities, the main discovery was that the lack of connection between different health products and services was a pain point on the user's journey, and a new proposal would have to integrate these elements in a friendlier way.

In parallel, doctors and pharmacists were consulted to understand their perspectives and processes for ongoing chronic treatments.

The in-depth investigation was consolidated in an intelligence guidebook available to RD's leadership, along with suggestions of wellness initiatives that can be easily implemented and scaled to meet RD's massive demand.

Lastly, design sprint sessions were held to help create innovative solutions for these people and visualize it graphically.



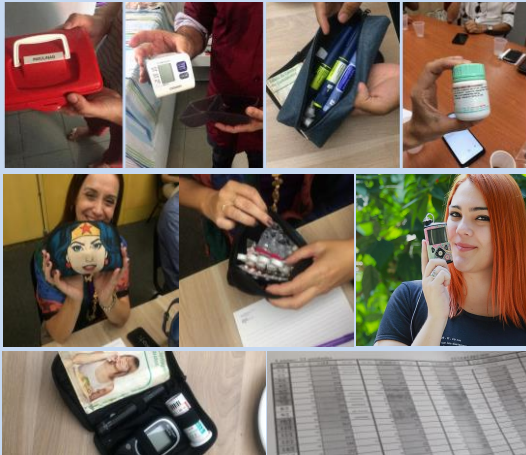
Bringing a more holistic approach to health to Brasil's largest pharmacy retail chain

- . An interactive process based on user's research, insights and co-creation
- . Working with a highly engaged team of VPs, directors and managers across different functions.

Team Questonó Manyone – 2020
Role: Project Leader
Research , Analysis, Insights, Strategy, Design Sprint.

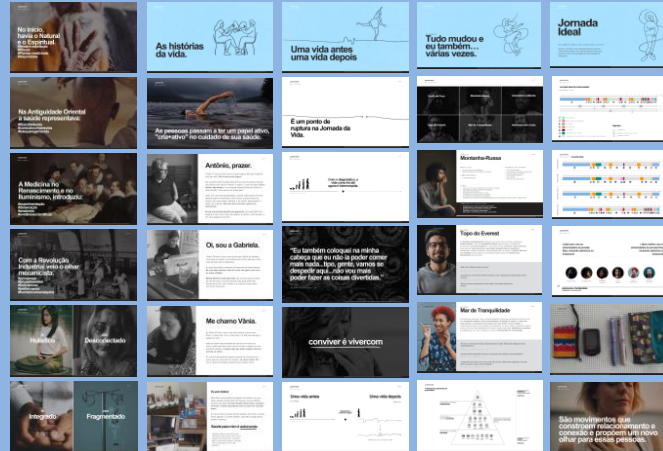
Ethnographic research

Deep dive into the journey of people who have chronic conditions



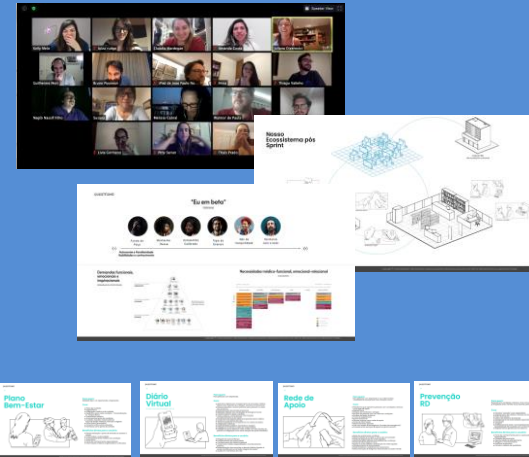
Insights & opportunities

Mapping the users journeys



Design sprint

Building an user-centric healthcare ecosystem



#BP01
COMECE DO COMEÇO.
PERGUNTE-SE QUEM É A
SUA EMPRESA.
SE SUA RESPOSTA FOR
CURTA DEMAIS OU ÓBVIA
DEMAIS, ALGO ESTÁ
ERRADO.



PLACES FOR US

The impact of cities on Gen Z happiness

Oxytocity - the impact of the city on people's happiness
It is a series of researches conducted by Places for Us – the first Brazilian agency specialized in Place Branding - to uncover the impacts of living in big cities on people's life quality and happiness. The name of the series comes from the joint between English words: oxytocin and city.

In its first edition, the research was focused on Gen Z.
We facilitated co-creation sessions to understand how young people think, feel and interact in the city.

I used Lego® Serious Play® methodology to identify cultural codes and values of participants and also to create a shared model of the ideal city in the perspective of each one and the group.

We were able to truly and deeply understand the dreams, desires and needs that young people have about their lives in cities and the impacts on society as a whole.

A collective vision and sense of belonging were a shared perspective to build a better future for all.

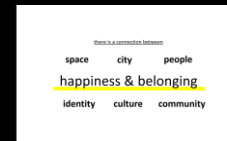
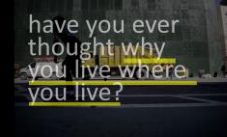
The impact of cities on Gen Z happiness

- . Using Lego Serious Play to deep dive
- . Capturing perceptions and stories about living in big cities and impacts in their wellness, happiness and dreams
- . Co-creating shared meaning

Team Places for Us – 2018
Role: Researcher and LSP facilitator
Research , Analysis, Insights, Facilitation

Design and workshop facilitation

→ Insights & opportunities

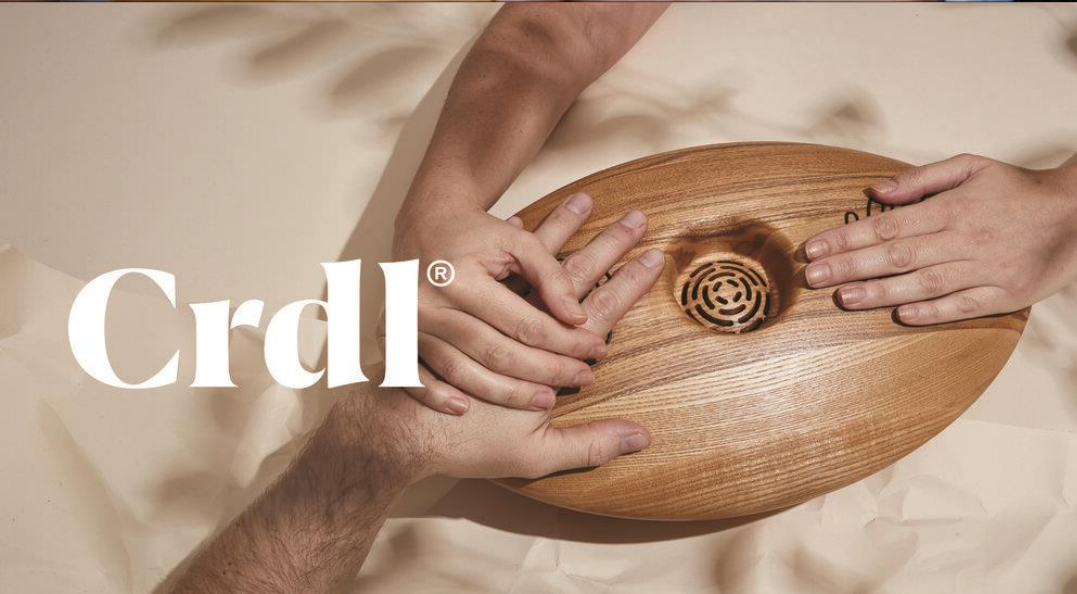




CRDL

Amplifying the potential of human-touch tech

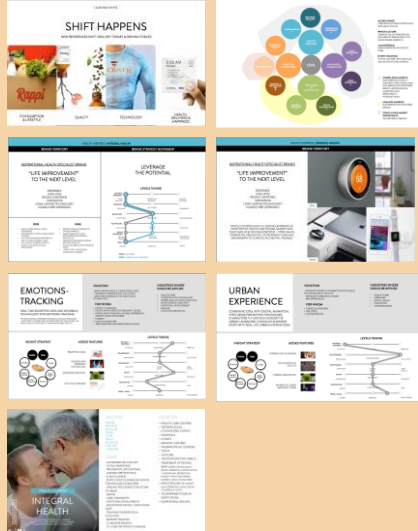
CRDL a care instrument designed to create impactful connections between people. Crdl transforms our skin into a musical instrument. Every touch translates into sounds that enable moments of meaningful connection between people with physical or cognitive impairments and their loved ones. It provides a sensorial experience that explores the beauty of touch and sound. Crdl is used as a therapeutic intervention by caregivers to engage with people suffering from conditions such as dementia, autism, mental disabilities or visual impairments.



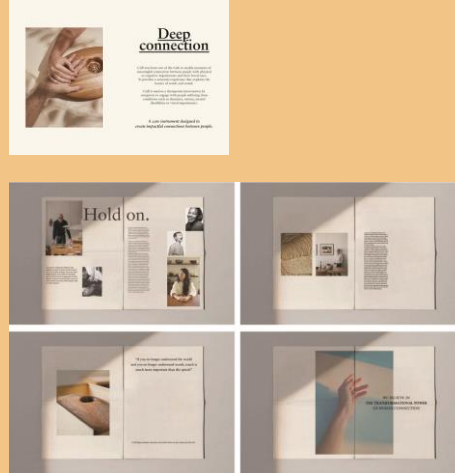
Amplifying the potential of human-touch tech

Team The Good Branding – 2021
 Role: Strategist
 Research , Analysis, Insights, Strategy.

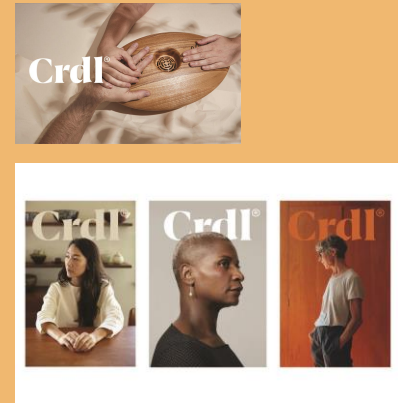
Business Strategy



Brand Strategy



Visual Identity & Experience





A+

Creating a seamless brand ecosystem experience

After a long M&A process, Grupo Fleury had to integrate more than 26 brands in to its portfolio.

I create the brand architecture strategy and made the repositioning of all brands on its portfolio, including the group's Masterbrand.



1926

2001

2005

2011





UNIMED

Creating the strategic vision for the team of a big insurancy company

For 2 consecutive years - 2018 and 2019 - we had a major challenge: facilitate the co-creation process of Unimed's marketing strategic planning, communication, and sustainability.

Unimed is one of brazil's largest health brands and the co-creation planning had to be facilitated with a team of 40 managers - from different locations, market contexts, perspectives, and opinions.

A very heterogeneous group among the same brand, the same corporation





GlucoGear

www.glucogear.io

The smart solution to control diabetes!

GLUCOGEAR

Empathy lab: putting the healthtech team into the chronic diseases patients' shoes



TENHO DIABETES

Se é um diagnóstico para muitos, inicialmente, pode ser um grande desafio, mas, com a ajuda dos profissionais de saúde, é possível aprender a lidar com a condição e viver a melhor qualidade de vida possível.

Diabetes é uma doença crônica que precisa ser tratada regularmente.

Se você é diagnosticado, converse com o seu médico para saber o que fazer e se adaptar à sua doença.

Se não estiver, converse com o seu médico.

Para mais informações, visite www.diabetes.org.br

Nome:
Endereço:
Cidade:
Estado:
Município:

My Physician:
Physician's Phone:
Physician's Address:
Physician's Contact:

I HAVE DIABETES

If I am experiencing any of the following signs, I may be having a diabetic emergency and I need to call 911.

PLEASE CALL 911

This ID Card is provided courtesy of Bayer HealthCare U.S. Diabetes

00110000



Diabetes e você





QUESTONO

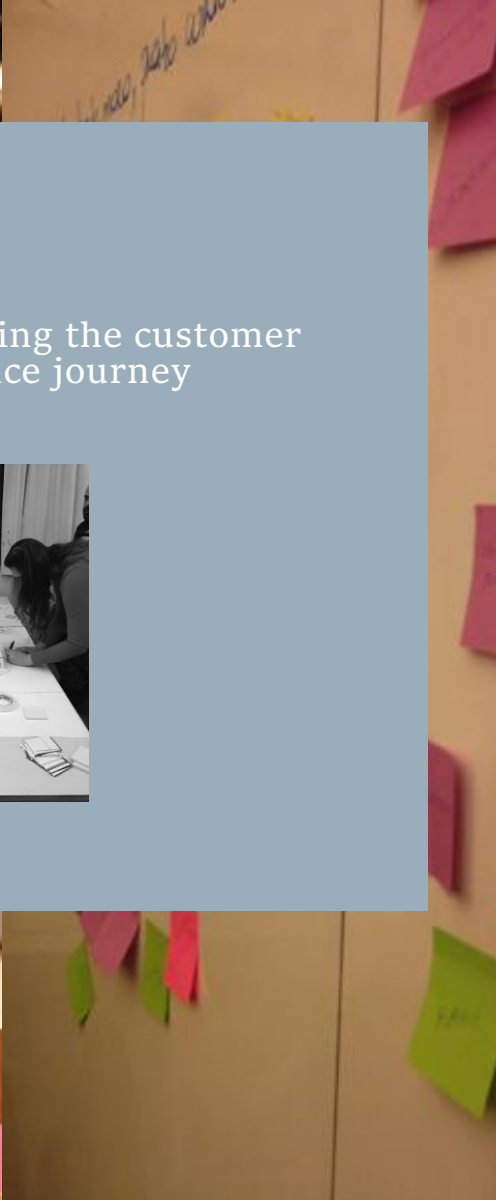
Redesigning the maternity leave experience journey





ONOFRE

Co-creating the customer experience journey





RAIA DROGASIL

Ethnographic research





Bolsinha da Catarina



Aqui o que vai dentro da bolsinha

80 - 100	- não faz
100 - 150	- 1UN
150 - 200	- 2UN
200 - 250	- 3UN
250 - 300	- 4UN

Tabela prescrita pela endocrinologista da Catarina

