About me

For over a decade, I've been helping furniture brands and manufacturers across Brazil, the USA, and Europe turn ideas into products that are meaningful, well-crafted, and designed to fit seamlessly into people's lives.

Today, I'm the **Senior Manager of Furniture Design at Nestig**, an American brand that creates thoughtfully designed pieces for babies, kids, and families. At Nestig, I drive the end-to-end creative and design development of the company's furniture collections, bringing new ideas to life.

I'm originally from Brasília, Brazil, and hold a **Master's in Product Design** from the Escola Superior de Design de Barcelona, as well as a degree in Industrial Design from the University of Brasília (UnB). Along the way, I've been lucky to have my work recognized with awards like the **Golden A' Design Award** (Italy, 2025) and the **ADI Awards Bronze Medal** (Spain, 2024). My designs have also made their way to exhibitions in New York, Barcelona, São Paulo, and Brasília.

Skills & Competencies:

- **Creative Direction & Leadership:** Experienced in guiding creative teams, setting design direction, and fostering collaboration.
- **People Management:** Skilled in mentoring and inspiring multidisciplinary teams across the design process.
- **Cross-Cultural Collaboration:** Worked with international teams and partners in Brazil, the US, and Europe.
- **Furniture Collection Development:** Expertise in creating cohesive collections from concept to production, balancing creativity, brand, and market.
- **Strategic Design:** Able to turn user needs, business goals, and trends into relevant design solutions.
- **Business Impact:** Aligns design outcomes with brand strategy and commercial goals.
- **Creative Problem Solving:** Delivers innovative, feasible, and aesthetic solutions to complex challenges.
- **Trends & Insights:** Constantly exploring emerging tech, social trends, and consumer behavior to guide strategy.
- **Aesthetic Judgment:** Strong sense of form, proportion, materials, and storytelling.
- **Project Management:** Organized and self-driven, manages multiple projects under tight deadlines.
- **Technical & 3D Skills:** Proficient in Rhino, SolidWorks, Fusion 360, 3ds Max, V-Ray, Corona, and Adobe Suite. Skilled in 3D modeling, rendering, and documentation.

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Experience

jun 2025 - present

Nestig | Senior Manager, Furniture Design

Nestig is an American brand that creates thoughtfully designed products for babies, kids, and families. At Nestig, I drive the end-to-end creative development of the company's furniture collections, bringing new ideas to life. The company is headquartered in New York, but I work with the design and product development team based in São Paulo, Brazil, maintaining close contact with local suppliers.

jan 2016 - present

Marcelo Coelho Design Studio | Product Designer / Creative Director

With my own design and development studio, I collaborate with leading industries in the country's furniture sector and major retailers, developing projects that become tangible products for the real world.

aug 2020 - jan 2024

Tok&Stok | Product Design & Development

Tok&Stok is one of the largest furniture and home accessories retailers in Brazil. At T&S, I worked on creating and developing new products alongside the procurement and buying team. More specifically, I was responsible for developing two groups of furniture with over 900 active SKUs, including dining chairs, office chairs, stools, benches, and all outdoor furniture (chairs, armchairs, sofas, tables, and more).

oct 2019 - aug 2020

CP Visual | 3D Designer

At CP Visual, I was part of a multidisciplinary team of CGI artists, designers, and architects delivering high-end 3D visualizations for real estate companies worldwide. I was responsible for modeling, texturing, and rendering 3D assets for both interior and exterior scenes, including furniture, lighting, accessories, and various kitchen, office, and bathroom items.

jan 2016 - oct 2019

Colina Design | Founder & Product Designer

Founder and designer of my own furniture company, Colina Design, for three years. As a result of this project, I was invited to participate in design exhibitions in Brasília, São Paulo, and New York.

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Education

2022 - 2022

Escuela Superior de Diseño de Barcelona | Spain

Master's degree, Product Design

Master’s degree in Product Design at ESDesign Barcelona (The School of Design of Barcelona),certificated by the International University of Valencia.

2018 - 2019

Escuela Superior de Diseño de Barcelona | Spain

Master's degree, 3D modeling for products

Master’s degree in 3D Modeling for products at ESDesign Barcelona (The School of Design ofBarcelona), certificated by the International University of Valencia.

2014 - 2015

Savannah College of Art and Design | United States

International Scholarship program, Interaction Design and Photography

One year scholarship program at Savannah College of Art and Design, SCAD, in Interaction Design andPhotography.

2012 - 2017

Universidade de Brasília | Brazil

Bachelor's degree, Industrial Design and Visual Design

Undergraduate Design program in University of Brasilia, Brazil. Double major in Product Design andVisual Design.

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Certifications

2018 | Vray 5SRW Certificate - CGworld LLC

2021 | Product creation, development and management. - FGV - Fundação GetulioVargas

Volunteering

Co-Founder | ADEPRO - Associação de Designers de Produto do Distrito Federal (Product Designers Association - Brazilian Federal District)

Highlights

2025 | A' Design Award, Gold (Italy)

2024 | ADI Awards, Bronze Medal (Spain)

2018 | Exhibitor at Expo Brasilia Design

2018 | Exhibitor at the first 'Brasilia Cidade Design'

2018 | Exhibitor at Wanted Design Manhattan

2018 | Highlighted as one of the "New York Discoveries" by Casa Vogue

2018 | Exhibitor at Paralela Design

2015 | Dean's list

Languages

English | Full professional proficiency

Portuguese | Native or bilingual proficiency

Spanish | Limited working proficiency

Italian | Basic

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