luciananunes
Product Designer

Based in: Ramat Gan, Israel
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ABOUT

Experienced Product Designer developing solutions for different market segments in the private and public sectors. Lectured on UX Design to undergraduate and graduate students, and facilitated workshops within the UX field. Dedicated, flexible, and data-driven professional, always looking for new things to learn and share with people.

- **in** Linkedin
- Portfolio

KNOWLEDGE

- User Interface Design
- User Experience Design
- Qualitative and Quantitative Research Methods (Interviews, Surveys, Card Sorting, Usability Testing, Heuristic Evaluation, A/B Test and others)
- Wireframing
- Prototyping
- Data Visualization
- Web Design
- Front-end (HTML, CSS and Javascript)

TOOLS

- Adobe Creative Cloud
- Figma
- Sketch
- Axure
- Hotjar
- Optimal Workshop
- VS Code
- Git Hub
- Pencil & paper
- MS Office/Google Docs

WORK EXPERIENCE

Product Designer Freelancer at Oswaldo Cruz Foundation (FIOCRUZ) (2018 - 2023)

Improve eLearning projects at one of the most prominent public health research institutions in Latin America.

- Defined the Information Architecture for the interface, tailoring the educational content shown and reducing information density on the screen, improving user navigation in 15%.
- Streamlined the workflow between the UX/UI design, instructional design and development teams by creating a Design System. This enhanced the development speed by 25% and reduced error rate by 20%.
- Developed the HTML/CSS/JS for the courses following WCAG best practices, increasing the accessibility score to 90%.

Product Designer at Rio de Janeiro State University (UERJ) (2015 - 2023)

Joined up in eLearning projects within a multidisciplinary team at a public University.

- Conducted the full design cycle for the website's redesign, integrating it with the LMS platform.
- Guided a research to identify opportunities for improvement in the web and mobile interfaces, leading to the implementation of a new design that improved user satisfaction by 35%.
- Built the UI components for online courses and led the construction of a Design System, saving 30% of time in implementation and turning deliveries more efficient.
- Implemented classes' content using HTML/CSS/JS, delivering high-impact courses and fostering partnerships with other public agencies.

Design Lecturer at Infnet Institute (2019 - 2020)

- Taugh Usability Evaluation and Interaction Design for 2 graduate classes in MBA course.
- Lectured 2 disciplines (Prototyping and App Design Fundamentals) for undergraduate Graphic Design Students.

UI & Interaction Designer at Elogroup (2012 - 2015)

Teamed up with different market segments in a startup environment, building B2B and B2C systems.

- Conducted User Research close to Product Managers, exploring at least 3 new product opportunities for clients.
- Evaluated systems interfaces and detected 25+ usability issues, guiding the design and the development teams for improvements.
- Designed solutions for existing 3 systems and 2 new products, delivering wireframes, navigation flows, and high-fidelity prototypes and assisting companies in organizing internal processes.

UI & Interaction Designer at O Globo (2006 - 2012)

Took action directly with journalists, designers, and the development team in online projects and products of one of biggest Brazil's journalism companies.

- Created and implemented 10+ interfaces for data visualization and interactive infographics, increasing in 15% user engagement with the content.
- Acted in the newspaper's website redesign, making the company reference on the digital journalism market.
- Designed sites for marketing demands, reinforcing the brand's presence among the public and the loyalty of customers.

LANGUAGES

Portuguese (native speaker)
English (advanced)
French (intermediate)
Hebrew (intermediate - level ﬢ)

EDUCATION

M.Sc. in Design
PUC-Rio
Human Factors, Usability & Human-Computer Interaction

Specialization
PUC-Rio
Ergodesign - Usability & Information Architecture

B.A. in Graphic Design
Federal University of Rio de Janeiro - UFRJ