



PRODUCT DESIGNER

Hello, I'm Luciana Pitaluga

I have more than **8 years** of experience as a designer specializing in digital product design for **B2C** and **B2B** solutions.

I work with methodologies such as **Design Thinking** and **Lean product inception** to bring up and validate **innovation**, merging it with research methods such as **Product Discovery, User Interviews, and Testing**, to balance **users' needs** and implement **user-centered digital solutions** aligned with **tech requirements** and compliance standards from **SaaS platforms** to **native apps**.

Experience

Product Designer

OLX Group GmbH | Jan 2023 - Present - Berlin, Germany

Designer responsible for Desktop, mobile and app experiences for Services, Rentals and Accommodation categories on OLX platform in multiple EU B2C markets, including PL, UA, KZ, and UZ.

Part from strategy, discovery and prototyping to tests and delivery improvements and new features focusing product quality, consistency and business revenue. **Highlights:** Part of the initiative of implementing the booking calendar system and management for both users profiles, service providers and service seekers. Focus on end-to-end journey.

Senior Product Designer

Accenture | May 2021 - Present - São Paulo, Brazil

Lead end-to-end design processes in projects and products from enterprise software to apps for global clients. Worked in digital transformation projects, improving business strategies, user flows, and screens, always focusing on quality and collaboration between product areas and team members like PMs, Devs and stakeholders.

Highlights: Training and mentorship sessions.

CONTACT

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[Linkedin](#)

PORTFOLIO

www.lupitadesign.com

TOOLS

Figma, Protopie, Invision,
Adobe CC, Miro, Mural

LANGUAGES

Portuguese (native)

English (professional)

SKILLS

Interaction Design, Interface Design, User Research, Design Strategy, User Flow, Heuristic analysis, Site Maps, Prototyping, Usability test, Storyboards, Mock-ups, Design system

Product Designer

Sensorama Design | Feb 2020 - Dec 2020 - São Paulo, Brazil

Tailoring experiences for more than 8 projects for global clients such as Ambev and AB Inbev. Worked in multidisciplinary teams to design and deliver with a lean design process: research, design, test, and iterate. **Highlights:** My communication skills helped to expand contracts and team space, increasing consultancy revenue.

Product Designer

Wepulse | Jun 2019 - Jan 2020 - São Paulo, Brazil

I joined the tech team at an early stage to assist in designing a SaaS platform for two user profiles: wellness professionals and patients. We went from MVP and user research to concept testing, building a design system, and designing mobile and desktop interfaces.

Highlights: Delivered apps in 6 months for a soft launch.

Web Designer

Comoizzi adv. | Apr 2016 - Sep 2016 - São Paulo, Brazil

At Camozzi I was the designer responsible for the management and maintenance of visual communication for training and internal products. Main activities: Landing pages design, Web design, Video editing and motion, Presentation design and Graphic and visual design.

Education

Specialization in Creative Processes and Products

Universidade Federal de Goiás | 2016 - 2018, Goiânia, Brazil

Bachelor's degree in Design

Pontifícia Universidade Católica de Goiás | 2010 - 2013, Goiânia, Brazil.

COURSES

Lean Inception facilitation

Caroli.org

2021

UX Bootcamp

Faculdade de Belas Artes

2019

Innovation in Interactive

Media

Media.lab / UFG- GO

2016

Thank you :)