



PRODUCT DESIGNER

Hello, I'm
Luciana Pitaluga

Experience

Senior Product Designer

Accenture | May 2021 - Present - São Paulo, Brazil

Leading end-to-end design processes in projects and products from enterprise software to apps for global clients. Working in digital transformation projects, improving business strategies, user flows, and screens, always focusing on quality and collaboration between product areas. **Highlights:** Designed processes and interfaces for millionaire corporative software and apps. Gave training and mentorship sessions.

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.

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.

CONTACT

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PORTFOLIO

www.lupitadesign.com

TOOLS

Figma, Protocie, Invision, Adobe CC, Miro, Mural

LANGUAGES

Portuguese (native)

English (professionnal)

SKILLS

Interaction Design, Interface Design, User Research, Design Strategy, User Flow, Heuristic analysis, Site Maps, Prototyping, Usability test

COURSES

Lean Inception facilitation

Caroli.org
2021

UX Bootcamp

Faculdade de Belas Artes
2019

Innovation in Interactive Media

Media.lab / UFG- GO
2017