Luana Favetta Groppo

Head of Product Design · Healthtech, cybersecurity and high-stakes products

Blumenau, Brazil (UTC-3) · Works US hours · Contracts in USD via Arandu Studio, LLC (US)
contact@luana.work · linkedin.com/in/luanafavetta · luana.work

Open to full-time leadership roles from December 2026 · Remote

SUMMARY

Product design leader with 20 years in design and 12 in UX, focused on products where a wrong screen costs more than time: clinical software, security and money. I led design at Philips healthcare informatics (4 iF and 2 Red Dot awards), Sympla (Head of Product Design and Group PM, Mobile) and Mercado Bitcoin (13-person team), and today lead product design for a US fertility-clinic platform. I set design direction with product and engineering leads, build teams and design operations, and present rationale to senior stakeholders. Fluent English (EF SET C2); working on US hours since 2024.

EXPERIENCE

Head of Product Design · Volatus Health (US, remote) Jul 2024 – Present

- Lead product design for Genie, an IVF clinic management platform used by US fertility clinics, owning complex clinical workflows (embryology, andrology, stimulation monitoring, encounters).
- Led the patient portal from PRD to a validated prototype connected to the clinic system: patient research, 6 technical proofs of concept, 64 screen components and sessions with patients.
- Work daily with clinicians and US engineering, strategy and leadership; lead the Brazil-based design team on US hours.
- Supported the strategy team through four investment rounds with product and demo readiness.

Founder, CEO and Design Director · Arandu Studio (Brazil and US) Nov 2023 – Present

- Run an AI-native product design and engineering studio (engineering, design, QA) with clients in Brazil and the US.
- Lead design of Auora, a hospital and clinic scheduling platform across web, mobile and in-person kiosks.
- Co-founded Secure Nova (2024), a security SaaS; lead product, turning technical findings into decisions non-specialists can act on.

Head of Product Design and Group Product Manager, Mobile · Sympla (Brazil) Oct 2022 – Jul 2024

- Led product design, UX and service design for one of Brazil's largest ticketing and events platforms (team of 4 designers); six months in, also took on Group PM for mobile alongside 4 engineers.
- Introduced customer-pain metrics and monitoring: in 2023 product satisfaction reached 85% (+5 points) and brand promotion 79% (+13 points).
- Moved the design team up a full level on the NN/g UX maturity model (Emergent to Structured) through a team-run Design Ops program.
- Led the tokenized ticket experience and 6 new mobile experiences targeting payment friction and risk.

Product Design Manager · Mercado Bitcoin (Brazil, remote) Oct 2021 – Sep 2022

- Promoted from Senior Product Designer to manage a 13-person team (design ops, UX research, UX analytics, product design) on a consumer crypto investing platform.
- Defined the UX vision, ran the company's design maturity assessment, built the team skills map and a growth-plan tool, held biweekly 1:1s.

UX Lead and UX Chapter Lead · Philips (Brazil, global teams) Mar 2017 – Mar 2021

- Promoted twice in 18 months (Usability Engineer, Senior UX Designer, UX Lead); led the UX chapter across squads and global design reviews with teams in several countries.
- Led UX for IntelliSpace Radiology Workspace, including its migration to a new visual language, and the Worklist module other products depend on.
- Wrote the modular guidelines for Philips' global healthcare informatics design system. Work recognized with 4 iF Design Awards and 2 Red Dot Awards (2018 to 2021).

Earlier 2008 – 2017

UX Specialist, Daitan Group (2015–2017) · UI/UX Designer, Venturus (2013–2015), incl. on-site client work in Silicon Valley · UI Designer, Compal (2012) · Web Designer, Embrapa (2008–2009)

EDUCATION

MBA, Leadership and People Management, Conquer (2023)

Postgraduate, Innovative Product Development, Estácio (2015)

Bachelor's in Design, FACAMP (2012), full scholarship

Postgraduate in Neuroscience, CBI, in progress

AWARDS, CERTIFICATIONS, SKILLS

iF Design Award (2018, 2020 ×2, 2021) · Red Dot Award (2020, 2021)

Gamification Design Expert (The Octalysis Group) · Toptal Top 3% Talent

Clinical and high-stakes workflows, design systems, design ops, team building and coaching, research and usability testing, product management

Figma, FigJam, Miro, Jira, AI-assisted prototyping · Portuguese (native), English (C2)