



LUANA FAVETTA

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∞ PCD - TEA 1

EDUCATION

| POST-GRAD DEGREE

MBA Leadership and
Management - Conquer
2022-2023

Innovation Management
Estácio
2013 - 2015

| BACHELORS DEGREE

Design - Facamp
2009 - 2012

SKILLS

| Strategic

UX Vision & Goals
Future Insights
Long-term engagement

| Tactical

Humanized leadership
Activen listen
Pro-active leadership
Safe environment
Prioritization & Decision support
UX Metrics

| Operational

Interaction Design
Usability Engineering
UX Research
Visual Design
Design Ops
Strategy
Double Diamond

UX MANAGER

I've been working for 10 years in the user-centered design field, with a strong passion for usability, well-shaped interactive interfaces and product strategy.

As a former Philips designer, I received 6 international awards in communication, UX and service categories.

I designed and delivered over 7 complex and long-term projects and took part in several phases of the other 8, bringing users' voice for the end-to-end design.

I am now seeking to continue my next career milestone as a lead or manager.

WORK EXPERIENCE

UX MANAGER

Mercado Bitcoin | June 2022 to September 2022

Designing a new UX department together with Product leadership

- Managing 13 designers (Product Designers, Operational, Research and Analytics)
- Skill maps build and analysis
- UX Maturity analysis and action plan
- Construction of a unique UX Vision
- Tool for PDI and design career
- Constant bi-weekly 1:1 meetings

keywords: crisis management, career building, vision & goals, strategy, humanized leadership

SENIOR PRODUCT DESIGNER

Mercado Bitcoin / 2021 to June 2022

I work with engagement and gamification, converting business and user needs into features. Because of this position my specialty is in **end-to-end design for desktop web and mobile first app**.

- Workshop facilitation
- Assistance on features prioritization
- Gamification approach and Design System
- Number of Active Users expected to be in 10% increased by the end of 2022.

With tech leadership support, I designed a CMS (Content Management System) for gamification called Arcade. I was the responsible for the main idea project and components design.

keywords: visual design, interaction design, gamification, design system, ops, mobile, figma, blockchain, scalable design

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DIGITAL PRODUCT DESIGNER

Data-Driven Design
Presentations
Figma / Sketch
Figma / Miro
Invision
HTML/CSS
Photoshop and Illustrator
Spreadsheets (Excel, Google)

INTERESTS

Artificial Intelligence
Healthcare
Internet of Things
Blockchain
Fincare/Fintech

AWARDS

Bitdegree Design Challenge
Octalysis Prime / 2022

- As a student
- Gamification challenge winner

Distributed Radiology
iF Award / 2021
reddot / 2021

- My role: UX Designer and Project Lead

Modular Approach
iF Award / 2020
reddot / 2020

- My role: UX Designer and Worklist Modular Lead
- Project for Philips Design System

WORK EXPERIENCE

UX LEAD

Philips Experience Design / 2018-2020

I collaborate with directors, leaders, designers and managers in three major projects:

- Migration from a legacy radiology workspace to a new design system. Improving existing features and adding new ones.
- Creation of a smart workflow that distributes patient exams to radiologist based on their ability, rating and availability. Build upon the support of Artificial Intelligence.
- Designed and managed a Design System module that works cross all Philips task lists for radiologists, cardiologists and oncologists. Because of that we provided seamless and fluid experience to products combination.

keywords: leadership, project management, user experience, sketch, design system, artificial intelligence, visual design, usability

UX DESIGNER

Philips Experience Design / 2017-2018

Focused on user-centric design, specialized in usability engineering and interactive design.

- Design System research
- Design System validation with Hospitals Centers partnership
- Leader of the local UX chapter, planning and facilitating presentations and workshops in many design topics: AI, VR, AR, Data Science, Data-Driven Design, Content Design and Designing for the 5 senses.

keywords: usability, validation, research, co-creation, design system, sketch, documentation

UX & UI Specialist

Daitan Group / 2015-2017

I was responsible for end-to-end design with a focus on interactive prototypes.

- Collect requirements along with briefings
- Create personas from gathered requirements and previous interviews
- User-flow creation and low fidelity prototypes
- High fidelity prototypes with Axure
- Support staff in usability tests
- UI Kit creation for more than 3 projects to speed up design work

keywords: requirements, personas, user-flow, prototyping, axure, usability test, design system

REFERENCES

Milena Bozek
H&M
Product Designer

Eric Hara
Mujin
UX Designer

Daniel Furtado
Venturus
Head of Design

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