



# LUANA FAVETTA

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## SENIOR PRODUCT DESIGNER

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### EDUCATION

#### | POST-GRAD DEGREE

Innovation Management - Estácio  
2013 - 2015

#### | BACHELORS DEGREE

Design - Facamp  
2009 - 2012

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### SKILLS

#### | Professional

Interactive Interfaces

Usability engineering

Research

Visual Design

Design System

HTML/CSS

Community Leadership

Project Leadership

Business meetings

Presentations

Communication

I have been working for 9 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 Design awards in Communication, UX and Service categories. I have planned, designed and delivered more than 7 complex and long-term projects and participated in several different phases of other 8 projects improving my knowledge and bringing users voice for end-to-end process.

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### WORK EXPERIENCE

#### Senior Product Designer

*Venturus / 2021-Present*

Focused end-to-end design execution of a long term project that will decrease the use of paper and ink in packaging of product boxes

- Definition of user stories, scenarios and features prioritization
- Meeting and workshop facilitation
- Ideas validation, prototyping and interaction with customers and users

#### Senior UX Designer

*Philips / 2018-2020*

Focused on end-to-end strategic design planning and execution

- Facilitation of meetings and workshops with design and business teams
- Ideation, execution and user validation
- Responsible for review and approve designs of other designers
- Modular guidelines creation for a global design system
- Ensure system experience migration to a new visual language
- Planning sprints, tasks and distributing them according to designers specialties.
- Managing global meeting with designers and product owners from multiple countries to ensure consistency
- Ideation on new methods and processes to improve design workflow

#### UX Designer

*Philips / 2017-2020*

Focused on user-centric design, specialized in usability engineering and interactive design for the design system

- Research and executing improvement for Tasy Design System
- User validation of the Tasy Design System
- Leader of the local internal content sharing community of practice, planning and facilitating presentations and workshops in several design topics.

# L U A N A F A V E T T A

## SENIOR PRODUCT DESIGNER

### SKILLS

#### | Technical

Sketch  
Figma  
Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
Microsoft Excel

### INTERESTS

Travel  
Literature  
Learning  
Technology  
Internet of Things  
Health tech

### AWARDS

#### Service Design iFAward / 2021

- Senior UX Designer in Distributed Radiology solution

#### Health solution Reddot/ 2020

- Sub-module Lead of a entire Modular solution for healthcare

#### Service Design iFAward/ 2020

- Product designer and lead of Intellispace Radiology Solution

### WORK EXPERIENCE

#### UX & UI Specialist

*Daitan Group / 2015-2017*

As an expert I was responsible for end-to-end design with focus on interactive prototypes

- Collect requirements along with briefings
- Create personas from raised requirements and previous interviews
- User-flow and prototyping in low fidelity
- High fidelity prototypes with Axure
- Observer in usability tests
- Style guide creation for more than 3 projects to speed up design work

#### UI & UX Designer

*Venturus / 2013-2015*

As an experience and interaction designer, I was responsible for:

- Collect requirements with frequent customer visits to Silicon Valley
- Frequently desk and remote research to understand big data and user needs on those data
- Translator of data produced by AI to Data Viz
- Moderating local and remote usability tests
- Working in collaboration with the QA team ensuring design quality end-to-end
- High and low fidelity prototype
- Member of the squad as the principle designer
- Interactive 3D design models in Unity

#### User interface designer trainee

*Compal / 2012 (1 year)*

Went through several projects (software, applications, game design, etc.) and explore several skills in order to understand what I was good at.

### REFERENCES

**Milena Bozek**  
H&M  
Product Designer

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