Juliana Louis

Senior Product Designer

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experience

Porto — Senior Product Designer // nov 2024 - present

• Lead product design for an internal credit platform to evaluate proposals for credit cards, rent guarantee insurance, and consortia

• Collaborate with PMs and engineers in an agile environment, from discovery to delivery, optimizing workflows for credit approval

• Facilitate stakeholder workshops and usability testing with analysts to improve decision-making processes

Unicred — Senior Product Designer // nov 2022 - oct 2024

• Designed and optimized an internal credit platform used by branch managers and internal teams to simulate and manage credit proposals

• Established and maintained Unicred's Design System, ensuring consistency across internal banking applications

• Redesigned the personal credit journey, increasing conversion by 5% and reducing drop-off by 10%

• Led usability testing, gathering insights to improve B2B financial workflows

Laçador Digital — Product Designer // sep 2021 - nov 2022

• Conducted 50+ user interviews and usability tests with patients and doctors.

• Led the launch of a healthcare platform, impacting over 650,000 users.

• Redesigned chatbot, medical, and administrative modules, improving user experience and reducing abandonment rate from 11% to 5.3%, with a focus on optimizing the waiting screen experience.

Procergs — Product Designer Jr. // may 2020 - sep 2021

• Designed digital products for the State government, delivering wireframes, prototypes, visual design & customized websites with html/css/javascript

Fressen — Visual Designer > Lead Visual Designer // sep 2016 - oct 2020

• Led branding and UI projects, collaborating with cross-functional teams

volunteering

FreeHelper — Visual Designer // may 2021 - june 2023 // Brazil

• Created graphic materials for NGOs focused on visual impairment and women's health and protection

education

UX-PM Certified level 1 and 2
UX-PM // oct 2022

graduate UX design and experiences
UNESC // Brazil
aug 2021 - may 2022

bachelor in Visual Design
ESPM // Brazil
mar 2011 - dec 2016

exchange program
OCADU // Toronto, CA
sep 2013 - dec 2014

languages

native **portuguese**
advanced **english**
basic **french**

skills

Design Systems // Component creation & maintenance

UX & UI // Wireframing, prototyping, validation

Research & Usability Testing // Qualitative & quantitative

Strategic Design // Journey mapping, service design

Agile Development // Design QA, handoff, collaboration with devs

Tools // Figma, Notion, Miro, Jira, Adobe Suite