

# Adriano Luizello

## Product Designer

I'm a product designer who merges creativity with strategy to help businesses scale through better design. My work lives at the intersection of user experience, product thinking, and business impact—whether that means launching MVPs, refining core journeys, or translating complex problems into simple, usable solutions. I partner with startups and enterprises alike to bring clarity to vision, speed to execution, and meaning to design.

## Work history

### Product Designer

February 2022

#### Choreograph (WPP Group)

Current

- Designing enterprise-grade tools for data-driven marketing and media planning at scale.
- Simplifying workflows that allow global clients to manage audiences, campaigns, and insights while staying privacy-compliant.
- Collaborating closely with cross-functional teams (PMs, developers, analysts) to launch features with measurable business impact.

### UX Designer

July 2021

#### IK Solution (Tech), São Paulo, Brazil

January 2022

- Managed design across multiple platforms using agile sprints.
- Aligned product and user needs into clean, effective UX/UI solutions.
- Contributed to shaping product direction through design reviews and research.

### Independent Entrepreneur & Product Designer

#### Wekoop & Co. (E-commerce), São Paulo, Brazil

- Researched, validated, and built a niche marketplace for high-end products for men.
- Designed UX and UI from scratch, reaching 5K+ users organically within 6 months.
- Handled product strategy, user testing, and feature roadmap.

## Education

### UX/UI Design Certificate

January 2020

#### Career Foundry, Berlin, Germany

December 2020

### Bachelor in international Relations

January 2007

#### ESPM, São Paulo, Brazil

December 2010



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## Skills

UX Strategy & Product Thinking

Information Architecture

Wireframing & Prototyping

Visual UI Design & Systems

Agile Collaboration

User Research & Testing

Design Systems

Stakeholder Communication

## Languages

English (fluent)

Portuguese (native speaker)

Italian (fluent)

## Interests

Design

Architecture

AI

Sports

Vintage motorcycles ;)