

# LUIA KUHN DE OLIVEIRA

Artist and Designer | [www.luisakuhn.art](http://www.luisakuhn.art)

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## Professional Experience

### 2012 Designer – Semente Negócios

Tools design for startup business innovation and branding material  
March 2012 – October 2012

### 2013 Event Producer – Rdesign Conference

Production of a regional design event for an audience of 500 people  
January 2013 – October 2013

### Researcher – Federal University of Rio Grande do Sul

Phytotype experimentation: Historical photography process and exemplifications  
June 2013 – July 2014



#### Outstanding recognition

Federal University of Rio Grande do Sul Scientific Initiation Meeting  
October 2014

### Designer – Estúdio Nômade

Process and tool design to create social and cultural innovation for companies and communities

December 2014 – June 2015

### Researcher – Escola Superior de Marketing e Propaganda

Narrative, visual literacy and applied semiotics: an analysis of the book "Where the Wild Things Are" from Maurice Sendak

July 2015 – July 2016



#### Outstanding recognition 1st round

Federal University of Rio Grande do Sul Scientific Initiation Meeting  
October 2016



#### Outstanding recognition 2nd round

Federal University of Rio Grande do Sul Scientific Initiation Meeting  
October 2016

## **Screenwriter, Art and Scene Director** – Co.De Comunicação e Design

Script, art direction and scene direction

August 2016 – March 2017

**2017**



### **“Lie of the Day”, Best Experimental Movie**

Rodolfo Lima Martensen Award, Brazil

October 2017



### **“Feel It”, Movie exhibition**

Art All Night – Trenton: 6th Annual Film Festival

June 2017

## **Designer** – Zenit

Brand design, art direction, video production

June 2017 – January 2018

**2018**

## **UX Strategy and Research** – Zenit

Product research and strategic planning

January 2018 – November 2018

## **UX Team leader** – Zenit

User journey mapping, strategic product backlog planning and team coordination

November 2018 – May 2019

**2019**

## **Product Owner** – 4all Technology

Leading product discovery, business research, Roadmap and product backlog management

May 2019 – December 2019

## **Senior Product Designer** – Sicredi

Design for Artificial Intelligence, Instructor of UX Design capacity and UX Chapter facilitator

March 2020 – November 2022

**2020**

## **Senior Product Designer** – LeftBank

Designing a new application; research, test and handoff to development

November 2022 – Now

**2022**

## **Educational Background**

“Designing Complex Apps for Specialized domains” – **Nielsen Norman Group**, 2021

Bachelor degree in Design and Visual Communication – **ESPM**, Brazil – 2018

Cool hunting Specialization – **Lassale University**, Brazil – 2015

Natural dyeing course – **Etnobotânica**, Brazil – 2015

Entrepreneurship Marathon course – **UFRGS**, Brazil – 2013

Sustainable fashion course – **PUCRS**, Brazil – 2013