Lana Dandara Silva Lima

Sr. Product Designer | UX/UI Designer

- lanadandara@gmail.com
- LinkedIn
- Portfolio

EXPERIENCE

Sr. Product Designer, Zé Express - AB InBev | SEPTEMBER 2022 - PRESENT

- Promoted to Senior Product Designer by identifying and solving problems using user-centered design principles across 3 different web and mobile products, contributing to a 68% increase in company revenue.

- Designed complex web application for remote store management, resulting in a 76% increase in users' operational efficiency.

- Led end-to-end UX/UI designs, analyzing user behavior, conducting user research and testing. Crafted intuitive interfaces, contributing to an NPS increase to 79.

- Managed 1 junior designer and 2 external agencies.

Product Designer, Zé Express - AB InBev | OCTOBER 2021 - AUGUST 2022

- Improved app user experience, delivering 17 new features for a public of over 8,000 users.

- Launched a new web app, achieving a 36% reduction in time on task.

- Introduced Mixpanel and Google Analytics for user metrics, resulting in a 12% decrease in user dropoff.

- Conducted design sprints and workshops, that resulted in 6 new product features.

UX/UI Mentor, Gama Academy | APRIL 2020 - DECEMBER 2022

- Mentored 40+ aspiring product designers, and conducted instructional sessions on accessibility, UX/UI design process, and career development.

Product Designer, Way2 Technology | JULY 2019 - OCTOBER 2021

- Designed and enhanced B2B web products with a focus on boosting conversion rates to 18%.

- Analyzed user data and devised strategies that resulted in a 12% growth in user adoption.

- Conceived digital onboarding initiative, increasing NPS score to 68 points.

Product Designer, Conexorama | APRIL 2018 - JULY 2019

- Achieved 26%+ conversion rates through strategic website and landing page design.

- Implemented Hotjar and Google Analytics to analyze user behavior and conversion funnels for 15+ clients.

- Recruited and trained 3 new designers for the team.

Product Designer, Uatt | JUNE 2017 - MARCH 2018

- Initiated UI/UX enhancements to optimize the digital education, adoption, and retention experience for registered resellers.

- Introduced a new work platform boosting user adoption by 10%.

- Collaborated on B2B digital strategy with content and sales teams.

PROFESSIONAL SUMMARY

Brazilian Product Designer with expertise in creating user-centric digital experiences.

7+ years of experience designing mobile and web products for over 17 companies.

Implemented rigorously tested, data-driven interfaces, that decreased up to 60% user errors on app interactions.

SKILLS

User experience

User research

Usability testing

Prototyping

HTML, CSS & Javascript

Data analysis

Decision making

Project management

Teaching & Mentoring

EDUCATION

Federal University of Santa Catarina (UFSC), Brazil
Bachelor's degree in Design

Dún Laoghaire Institute of Art, Design and Technology (IADT), Ireland
Study Abroad – Graphic Design

LANGUAGES

English - Fluent
Portuguese - Native