

# Lana Dandara

Sr. Product Designer | UX/UI Designer

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- [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.

### Growth 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.

### Growth 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.

### Web 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