LUCIANA DOS SANTOS

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UX|UI PRODUCT DESIGNER

HIGHLIGHTS

- Curious about data
- Ergonomist
- Product Designer
- Figma
- Adobe CC Suite
- Prototyping
- Creative
- Problem solver
- Hard working
- Research focused
- Ability to teamwork and working independently.
- Always researching new software
- Collaborative
- Miro, Figjam and Milanote
- Designs experiences and applications
- Wireframing, Prototyping , Sketching
- Storytelling, Sketch, Wireframe, Prototype

PROJECTS

Sticker Designer   Mar 2024

- George Brown College.
- Academic Project developed for the Production Management course.
- Group project (in progress).
- Participated in the creation of interactive experiences to the Toronto Railway Museum. Responsible for researching, providing insights to the development of the concepts, developed the mood board, ergonomic checklist and sketches for the UI.
- The project will be an attraction to the kid´s area of the museum that consists in an educative web-based application tailored to customize toy trains with decals while teaching fun facts about the history of trains.

MindSIGHT   Mar 2024

- George Brown College.
- Academic Project developed for the Interactive Production Project course.
- Group project (in progress).
- Leaded the conceptualization of the product together with the team, responsible for designing the interactions, the UI and wireframes using Figma, Illustrator and Bubble.io. Also organized a Fig jam board to facilitate collaboration between the group.
- Developed user personas and journey maps to better guide the user experience design.

BloggerCAM   Dec 2023

- George Brown College.
- Academic Project developed for the Prototyping course.
- Individual project graded with a final A.
- The project is an update to Google´s phone camera that allows users to customize photos and share it in social media direct form the camera, without the need of using other software.
- Used Figma and Animatoon to prototype, Illustrator and Photoshop to create the UI.

FriendsFLIX   Dec 2023

- George Brown College.
- Academic project developed for the Interactive Design and Systems I course.
- Group project graded with a final A-.
- I developed the wireframes, product structure and interaction map using Figma. Also was responsible for creating the assignment´s presentations.

- The project is an AI powered social media based on videos that allows users to share video messages with their friends. Users could find specific videos only researching key words.

UI Scada   Dec 2023

- Itaipu Hydropower Plant.
- Academic project developed for the Master´s thesis.
- Individual project graded with a final A.
- Worked together with the client´s team to acknowledge their reality in developing scada screens and requirements.
- Elaborated a list of good practices in usability and a set of ergonomic UIs. The project was fully approved by the client.

EDUCATION

Interactive Media Management | George Brown College   Sep 2023 – Aug 2024
GPA: 3.67 | Dean´s list Fall 2023

Master's in Science in Production Engineering (Concentration area Ergonomics) 2005 – 2007
UFRJ (Brazil)
GRADE: A

UFRJ (Brazil) – Bachelor in Product Design   1998 – 2005
Grade: 7

WORK EXPERIENCE

Founder and Creative Director   Oct 2015 – Sep 2023
Papel de Flor Conviteria
- Increased by 100% the client database within 1 year by disseminating information in the community and via social media.
- Obtained 5-star reviews on Google and other platforms, managing client service throughout. Goole reviews: https://g.co/kgs/XV3VKck
- Designed and managed social media content weekly, using CC Adobe Suite Illustrator and Canva, on Instagram and Pinterest, increasing brand awareness and sales.
- Coordinated the development of personalized illustrations by specialized artists, ensuring the results met clients' expectations.
- Developed and implemented a survival strategy to thrive during the pandemic, which included launching an online course for artisans. This strategy allowed us to remain in the market throughout the crisis.
- Designed and produced hundreds of event stationery sets, using illustrator, Photoshop, Corel Draw and others, establishing the brand's reputation for good taste and quality (Google Reviews https://g.co/kgs/XV3VKck).
- Collaborated in joint ventures with other studios in special projects.
- Study client´s needs, requirements and possibilities to better meet end results.

May 2002 – Sep 2015 | Missangateria Acessórios Bacanas | Designer Frelancer
- Conceptualized in AutoCAD, Rhinoceros, and by hand, producing modern, fashionable jewelry that sold thousands of units.
- Researched style and marketing trends, stimulating end sales.
- Managed the entire production process and logistics, ensuring a great customer experience.
- Designed all the brand's communications, reinforcing brand awareness.

2003-2008 | GENTE – COPPE – UFRJ | Academic Researcher
- Conducted research on the ergonomics of complex systems, resulting in the development of numerous ergonomic products, including screens for SCADA systems.
- Collaborated in group projects as a designer, developing ergonomic solutions, reports, drawings and graphic resources that supported UFRJ´s researches.