

Pedro Laguna

UX Designer

12 years of digital design experience allowed me to shape parts of the internet to be easier to use, accessible and responsive, while conducting businesses and engineers forward throughout product development.

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Education

Instituto Federal Sul-Riograndense BA in Design

2012 - 2016 (Dropped Out)

Instituto Federal Sul-Riograndense Technical in Visual Communication

2009 - 2011 (Dropped Out)

Experience

SOCi, Inc. • UX Designer

2021 - Current

Combining my love for Ad-tech and engaging user experiences, I own design end to end at SOCi's Ads and Boost Products. By carrying out research and collaborating with business leaders to define prototypes and team-wide presentations. I'm taking the initiative to think big picture and turn ads into a simple and intuitive product.

Checkplant • Product Designer

2016 - 2021

I lead the design team at Farmbox while we shape the future of agriculture in Brazil. From creating an entire design system to building products that help thousands of farmers' work daily.

AG2 Nurun • UX Designer

2014 - 2015

On a mission to change the UI of banks with Banco Bradesco, our team set in motion today's banking approach in Brazil nationwide.

Researching and designing core banking experiences (like a whole ATM!) was a great influence to my smart approach while designing systems.

Izyplay Game Studio • UI/UX Designer

2012 - 2014

Growing as a designer inside a contemporary company allowed me to deliver high-level mockups, prototypes, and wireframes, but also taking care of the UI and the feel of all projects. It was surreal and encouraging! Many games and apps helped shape brands like Sprite and Webmotors.

AG2 Publicis Modem • Information Architect

2009 - 2011

Before "UX" was even a thing, I've helped the social media team with information architecture and visual design of custom made dashboards and reports. A lot of craft and time was put into delivering results for product launches of brands like Chevrolet, Embraer, Natura, and others.