

renancrociari

Senior Product Designer

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PROFESSIONAL EXPERIENCE

Senior Product Designer at Springer Nature

Explore new solutions, channels, and opportunities to attract researchers to Springer Nature platform, increase engagement with our scientific content and expand Springer Nature's reach to a broader audience.

Lisbon - Portugal / Jan 2021 - Current

Senior Product Designer at Farfetch

I worked directly with Farfetch highest selling fashion brands with the goal of driving sales, user engagement and improving the eCommerce performance for the websites and apps operated by Farfetch Platform.

Lisbon - Portugal / Jul 2019 - Dec 2020

Lead Product Designer at eSapiens Ventures

As eSapiens' Lead Product Designer I acted effectively on the strategic approach of the company, leading design strategy and applying user-centered techniques to convert customer needs into impactful solutions.

Bauru - Brazil / Nov 2014 - Jan 2019

UX Designer and Project Manager at Triata Media & Business

Bauru - Brazil / Aug 2013 - Nov 2014

EDUCATION

Product Leadership

PM3 Courses

Sao Paulo - Brazil / 2023

Product Management

PM3 Courses

Sao Paulo - Brazil / 2019

Master's in User Centered Design

Positivo University

Sao Paulo - Brazil / 2019

Bachelor's Degree in Design

Sao Paulo State University

Bauru - Brazil / 2013

APPROACH AND SKILLSET

USER EXPERIENCE

UX STRATEGY

SERVICE DESIGN

BUSINESS DESIGN

DESIGN THINKING

VISUAL DESIGN

INTERACTION DESIGN

UX WRITING

DATA ANALYSIS

USER RESEARCH

USABILITY TESTTING

PROTOTYPING

WORKSHOP FACILITATION

LEADERSHIP AND MANAGEMENT