

Juliana Moreira

Senior Product Designer – São Paulo, Brazil

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With more than 15 years of experience in multimedia design, Juliana acts today as Senior Product Designer, doing discovery, delivery and evolution of digital products. Has a proven track record of leading design initiatives and ensuring excellence in product development. Always striving to do better in everything she does.

Abilities - Hard Skills

User Interface Design (UI) ■ User Experience Design (UX) ■ Information Architecture ■ UX Writing ■ SEO ■ Prototyping ■ Agile Methodology Design Thinking ■ Usability and Accessibility HTML and CSS ■ Graphic Design ■ Illustration Sound Design ■ Content Management Systems

Abilities - Soft Skills

Creativity ■ Attention to Detail ■ Resilience Communication ■ Organization ■ Documentation Team Work ■ Critical Thinking Technical Leadership ■ Problem Solving

Abilities - Tools and Software

Figma ■ Sketch ■ Adobe XD ■ Photoshop Illustrator ■ InDesign ■ Premiere ■ After Effects DaVinci Resolve ■ Jira ■ Notion ■ Airtable Confluence ■ Coda ■ Miro ■ Zeplin ■ Marvel InVision ■ Maze ■ Hotjar ■ Analytics ■ Mixpanel VSCode ■ Sublime Text ■ Notepad++ Ableton Live ■ Audacity ■ Word ■ Excel PowerPoint ■ Sheets ■ Docs ■ Slides Wordpress ■ Movable Type ■ SketchUp

Education - Degrees

- Bachelor in Graphic Design, UNESP (Universidade Estadual Paulista “Júlio de Mesquita Filho”), Bauru, SP, Brazil -2005-2009
- Extension in Digital UX: User Experience Design in Digital Platforms, PUC-SP (Pontifícia Universidade Católica de São Paulo), São Paulo, SP, Brazil -2019

Education - Languages

- Portuguese - Native
- English (Reading, Writing, Listening) -Fluent
- English (Speaking) - Advanced

Achievements

Site of the Year - Jury's choice (2016)

Prêmio Abril de Jornalismo (Abril)
Superinteressante website redesign, 2016

Website: Interactive elements Finalist (2013)

The Society of Publication Designers (SPD)
“The Immigration Flows in Brazil’s Recent History”, 2012, Superinteressante

Website: Video Silver Medal Winner (2013)

The Society of Publication Designers (SPD)
“A Portrait of Brazil’s Social and Political Contrasts”, 2012, Guia do Estudante

Digital: Online/Rich Media Merit Winner (2012)

The Society of Publication Designers (SPD)
“Undersea World”, 2011, Superinteressante

Work Experience

Senior Product Designer

Realize - Tecnologia em Educação ■ 07/2024 until now

- Contributed to the creation of the Product and Product Design departments, establishing and documenting key processes and implementing Agile Methodology within the company.
- Initiated the process of creating a new Design System.
- Participated in the development of the new version of the Realize tool, introducing an innovative way to create educational materials for online learning, enabling full and dynamic customization.
- Contributed to the creation and implementation of initiatives involving Artificial Intelligence.

Senior Product Designer

JOTA ■ 03/2019 to 05/2024

- Began as the sole designer, overseeing all visual communications at JOTA.
- Transitioned to Product Designer, leading usability tests, A/B tests, user interviews, workshops, and creating both low and high fidelity prototypes.
- Developed, documented, and oversaw the implementation of JOTA's Design System, accelerating product development and enhancing the company's brand consistency.
- Promoted to Senior Product Designer, became a technical leader for the Product and Technology teams, guiding design strategy and execution.

Web Designer

Abril Comunicações S/A ■ 09/2011 to 03/2019

- Joined in 2011 as part of *Internet Núcleo Jovem*, creating award-winning multimedia editorial pieces, games, special content, and websites for brands such as *Superinteressante*, *Mundo Estranho*, *Guia do Estudante*, and *Recreio*.
- In 2016, advanced to the *Produto Digital* team, solidifying a career in UX/UI design and developing solutions for major brands including *Veja* and *Exame*.

Web Designer/Graphic Designer

Loma Comunicação e Eventos ■ 12/2010 to 09/2011

- Produced institutional websites, hot sites for events and parties and printed pieces.

Web Designer

Estúdio Grid ■ 06/2010 to 11/2010

- Contributed to the conception of an e-commerce website on the Magento platform, acting as UI/UX Designer and Back-end Developer.

Web Designer/Graphic Designer

RogerWD ■ 09/2009 to 05/2010

- Designed institucional websites and printed posters and flyers.

Jr. Web Designer

Arca Solutions – Software Development ■ 03/2009 to 08/2009

- Designed and developed solutions for international B2B clients.