



Thais Bittencourt Lorenzini

Product Designer based in Amsterdam

CONTACT

+31 611429316

thais@thaislorenzini.com

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please find my portfolio at
thaislorenzini.com

RECENT PROFESSIONAL EXPERIENCE

2021 - now **Senior Product Designer / Supervisor** *ServiceNow*

Improving the experience of data analysis for ServiceNow's external and internal customers, promoting collaborative processes of design and development as design lead (tech lead) of different scrum teams.

Mentoring designers junior's career growth in the company's Early in Career program.

2019 - 2021 **Freelancer Product Designer / Brand Designer**

Developing and improving digital products and services to create meaningful experiences in multidisciplinary teams; Leading the strategic and graphic / visual process of building brands.

Segments: healthcare, culture, education and food.

2021 **UX/UI Design Consultant** *Escola Nacional de Administração Pública (ENAP)*

Leading the UX design process as a workshop facilitator in two projects:

SEMPE - a governmental initiative focused on the micro and small business growth in order to provide a pleasant and useful solution throughout Design Thinking tools and principles;

SGD - a project that aims to identify opportunities for the use of digital identification by the private sector and develop a market suitable solution.

2018 - 2019 **Technology Specialist (Senior Product Designer)** *Cast Group (Banco do Brasil / Cateno / Invepar)*

Planning and executing UX research techniques in projects related to Artificial Intelligence for customer service and software improvement;

Concepting visual and conversational solutions for interface and interaction design.

2015 - 2019 **Co-owner, Product and Visual Designer** *Salomé*

Leading branding processes to build authentic and scalable brand identities and digital products in different segments; Business management; Team management.

SKILLS

MAIN UX AND PRODUCT TECHNIQUES

Low and high fidelity prototyping
Usability tests
Users and stakeholders interviews
Design thinking tools and practices
Workshop facilitation
Quantitative surveys
Heuristic evaluation

COMPLEMENTARY SKILLS

Team management
Business management
Agile

SOFTWARES

Figma, Adobe XD, Sketch
Illustrator, Photoshop and InDesign
InVision, Marvel and similar
Miro, Mentimeter and similar

LANGUAGES

Portuguese (native)
English (advanced)
Spanish (intermediate)

EDUCATION

BACHELOR

Industrial Design (Product Design)

2005-2009 / Universidade de Brasília (UnB)

RECENT COMPLEMENTARY TRAININGS

User Research

Methods and Best Practices

In progress / Interaction Design Foundation

UX Management: Strategy and Tactics

In progress / Interaction Design Foundation

Analytics and User Experience

2022 / Nielsen Norman Group

Design Tradeoffs and UX Decision Frameworks

2022 / Nielsen Norman Group



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PROFESSIONAL EXPERIENCE (cont.)

2015 - 2017 **Product Designer**

Finatex - University of Brasília (UnB)

Leading the UX/UI design process in two projects:

Lightbase - public-private partnership for product interface development;

SISGELOG - a partnership between Brazilian Army and the University of Brasília to update the Army's logistics distribution software.

2014 - 2015 **Brand Strategist and Visual Designer**

Conselho Regional de Psicologia do DF (CRP DF)

Leading the visual design in the communication department, responsible for campaigns, website layout and content, and events;

Development of visual identity and brand strategy.

2012 - 2014 **Brand Strategist and Visual Designer**

Oni - Business Design

Strategic management of brands;

Developing and applying brand identities in print and digital, including editorial design, websites and signing;

Team management.

2010 - 2012 **Visual designer freelancer**

Developing and applying brand identities in print and digital.

2007 - 2009 **Design Intern**

Multiple companies

Development of visual identities for campaigns and events;

Editorial design for reports;

Visual design for multiple departments both in print and digital.

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