

Curriculum vitae

Personal

Thais Bittencourt Lorenzini

Product Designer in Amsterdam (with work permit visa)

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Skills & competencies

Bio

I have been working as a designer for over 13 years. My areas of expertise are User Experience Design, Product Design and Branding.

Through my career I've had the opportunity to work in many different scenarios. From local design studios to the government and one of the biggest banks in Brazil, I also managed my own company for almost 4 years. These experiences allowed me to get in touch with a wide range of clients and projects.

The plurality I faced showed me the importance to easily fit into new contexts, to understand different core business and to know how to deal with the most diverse challenges. The experience of being an owner developed my leadership and amplified my understanding of the balance needed between the actors engaged in a project lifecycle. From the financial segment, I got the ability to deal with complex structures, innovative and competitive market and multidisciplinary agile teams.

Furthermore, I am a mentor at "Imersão UX", a Brazilian collective focused on spreading UX knowledge and coaching women who want to start or develop their career.

Currently I am open to positions where I can build meaningful experiences throughout products or services in a long-term working process.

Main UX techniques

Users and stakeholders interviews
Design thinking tools and practices / Workshops facilitation
Empathy map
User journeys
Personas
Quantitative surveys
Heuristic evaluation
Low and high fidelity prototyping
Usability tests (moderated and unmoderated)

Complementary skills

Business management
Team management
Agile

Softwares

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

Languages

Portuguese
English
Spanish



Recent professional experience

Company	Escola Nacional de Administração Pública (ENAP) 2021 (Temporary Project)	Brasília, Brazil
Position	UX Consultant	
Main activities	Leading the UX design process in 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.	
Company	Freelancer 2019 – 2021	Brazil
Position	Product Designer / Brand Designer	
Main activities	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.	
Company	Cast Group (Banco do Brasil / Cateno / Invepar) 2018 – 2019	Brasília, Brazil
Position	Technology Specialist (UX Designer)	
Main activities	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.	
Company	Salomé 2015 – 2019	Brasília, Brazil
Position	Design lead, manager & co-founder	
Main activities	Leading branding processes to build authentic and scalable brand identities and products in different segments such as tourism, healthcare and events; Business management; Team management.	
Company	University of Brasília (UnB) 2015 – 2017 (Temporary Project)	Brasília, Brazil
Position	Product Designer	
Main activities	Leading the UX design process in two projects: Lightbase – public-private partnership for product interface development; SISGELOG – partnership between Brazilian Army and UnB to update the Army's logistics distribution software.	



Education

Bachelor degree **Product Design / Industrial Design**
2005–2009
Universidade de Brasília (UnB)

Courses **User Research – Methods and Best Practices**
In progress
Interaction Design Foundation

UX Management: Strategy and Tactics
In progress
Interaction Design Foundation

Digital Marketing Planning
2018
Brasília Marketing School

Workshop "Graphic Book Edition" with Laura Varsky and Christian Montenegro
2011
Ateliê Ludovico – São Paulo

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