

Juliana Sorzan

Senior Product Designer with 8+ years of experience in UX design, lean processes, and customer-centric research that drives innovation and product growth.

RECENT WORK EXPERIENCE

Uscreen, *Product Designer* — Remote

DEC 2023 - TODAY

- Worked in collaboration with PM, developers, and designers to identify opportunities for improving activation and retention indicators. Designed consistent, pixel-perfect solutions for both desktop and mobile, and iterated to build an intuitive and engaging platform for the creative industry.

NuFACE, *UX Researcher | Strategist* — Remote

SEPT 2023 - JAN 2024 (Contractor)

- Fostering growth and innovation by facilitating collaboration, conducting user and market research to help NuFACE identify opportunities and turn ideas into successful ventures.

Zipi, *Co-Founder & Product Designer* — Remote

DEC 2022 - AGO 2023

- Pioneered a data-driven platform to enhance restaurant decision-making, growing the client base to 25 within 8 months.
- Defined product vision and strategy leveraging user & market research, customer feedback, and industry trends and crafted the experience using low code tools for rapid iteration.

Devoro, *Founding Product Designer* — Remote

FEB 2021 - DEC 2022

- Drove the design and strategy of a white-label solution that boosted restaurants' LTV by 58% (from R\$ 201 to R\$ 318) and a logistics product, reducing client costs by over R\$3 million/year.
- Established design processes, led a team of four designers, and orchestrated collaboration across diverse stakeholders, including investors, developers, marketing and customer service teams.

Taqtile, *UX Researcher | Strategist* — Brazil

AUG 2019 - FEB 2021

- Executed Human-Centred Design (HCD) methodologies to identify new business opportunities for leading Brazilian companies in various sectors;

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Located in Brazil (Flexible working hours)

English and Portuguese

EDUCATION

MBA in Business Development & Entrepreneurship

MAR 2023 - MAR 2024

Pontifical Catholic University of Rio Grande do Sul

Bachelor in Design

JAN 2013 - AGO 2020

University of São Paulo (USP)

Diploma in Management & Marketing

AGO 2018 - AGO 2019

Lonsdale Institute (Australia)

SKILLS

Strategy

Business Development;
Strategic Product Roadmap;
Agile methodologies; Jira;
Monetization; B2B, B2C

Research

Qualitative methods
Quantitative methods
Usability testing; Locker;
Miro; Journey/Service
blueprinting; A/B testing

Design

UX/UI & Interaction Design;
Prototyping; Figma; Miro
Design system; Accessibility;
Data visualisation