

# 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

### JOTA

Senior Product Designer ▪ 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.

### Abril Comunicações S/A

Web Designer ▪ 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*.

### Loma Comunicação e Eventos

Web Designer/Graphic Designer ▪ 12/2010 to 09/2011

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

### Estúdio Grid

Web Designer ▪ 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.

### RogerWD

Web Designer/Graphic Designer ▪ 09/2009 to 05/2010

- Designed institucional websites and printed posters and flyers.

### Arca Solutions – Software Development

Jr. Web Designer ▪ 03/2009 to 08/2009

- Designed and developed solutions for international B2B clients.

### Lecom Tecnologia S/A

Internship in Web Design ▪ 05/2008 to 03/2009

- As an intern, produced institutional websites.

### Editora Alto Astral

Internship in Web Design/Graphic Design ▪ 09/2006 to 09/2007

- Started as an intern at the *Núcleo Internet* team, working for brands like *Todateen*.
- Was reallocated and became a Graphic Designer, designing printed magazines.