

renancrociari

Senior Product Designer

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Professional Experience

Senior Product Designer at Farfetch

I work directly with Farfetch highest selling fashion brands with the goal of driving sales, user engagement and improving the eCommerce performance for the websites and apps operated by Farfetch Platform Solutions.

Lisbon - Portugal / Jul 2019 - Current

Lead Product Designer at eSapiens Ventures

As eSapiens' Lead Product Designer I acted effectively on the strategic approach of the company, being responsible for leading design strategy and applying user-centered techniques and tools to convert customer needs into high-value business solutions.

Bauru - Brazil / Nov 2014 - Jan 2019

UX Designer and Project Manager at Triata Media & Business

Management of for internet like websites, e-Commerces and digital marketing.

Bauru - Brazil / Aug 2013 - Nov 2014

Education

Product Management Trainment PM3 Courses

Sao Paulo - Brazil / 2019

Post Graduation in User-Centered Design Positivo University

Sao Paulo - Brazil / 2016

SAFe Product Owner / Product Manager 4.5 Training Adaptworks

Sao Paulo - Brazil / 2018

Bachelor's Degree in Graphic Design UNESP - Sao Paulo State University

Bauru - Brazil / 2013

Specialties

Business Strategy, Business Design, UX Strategy, User Experience, Service Design, Design Thinking, Visual Design, Interaction Design, UX Writing, Data Analysis, User Research, Usability Testing, Prototyping, Workshop Facilitation, Leadership and Management.