

renancrociari

Senior Product Designer

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PROFESSIONAL EXPERIENCE

Senior Product Designer at Springer Nature

Explore new solutions, channels, and opportunities to attract researchers to Springer Nature platform, increase engagement with our scientific content and expand Springer Nature's reach to a broader audience.

Lisbon - Portugal / Jan 2021 - Current

Senior Product Designer at Farfetch

I worked 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.

Lisbon - Portugal / Jul 2019 - Dec 2020

Lead Product Designer at eSapiens Ventures

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

Bauru - Brazil / Nov 2014 - Jan 2019

UX Designer and Project Manager at Triata Media & Business

Bauru - Brazil / Aug 2013 - Nov 2014

EDUCATION

Product Leadership

PM3 Courses

Sao Paulo - Brazil / 2023

Product Management

PM3 Courses

Sao Paulo - Brazil / 2019

Master's in User Centered Design

Positivo University

Sao Paulo - Brazil / 2019

Bachelor's Degree in Design

Sao Paulo State University

Bauru - Brazil / 2013

APPROACH AND SKILLSET

UX & Strategic Design

UX RESEARCH

UX STRATEGY

SERVICE DESIGN

QUALI & QUANT ANALYSIS

USABILITY TESTING

DATA ANALYSIS

VALUE PROPOSITION DESIGN

USER JOURNEY MAPPING

SERVICE BLUEPRINT

WORKSHOP FACILITATION

Product Design

USER EXPERIENCE (UX)

USER INTERFACE (UI)

PROTOTYPING

VISUAL DESIGN

DESIGN SYSTEMS

INFORMATION ARCHITECTURE

UX WRITING

WIREFRAMING

Product & Strategy

VISION & STRATEGY

STAKEHOLDER MANAGEMENT

COMPETITIVE ANALYSIS

ORK'S

VALUE PROPOSITION