

Lucas Lima

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PROFESSIONAL PROFILE

Product Designer with 2+ years of experience with a track record of leading and developing a high-performing team around UX/UI design for e-commerce projects, overseeing all aspects of the design process from ideation to launch. Proficient in Figma, Adobe XD, Photoshop and Illustrator.

EXPERIENCE

UX/UI Designer • Wicomm

January 2022 - Present

- Leading the UX/UI team, producing end-to-end design process for multiple e-commerce projects, encompassing research, ideation, strategy, information architecture, interaction design, launch, testing, and iteration.
- Delivered 10+ responsive experiences for brands such as Mondial, TNG, Sestini, Marcus & Marcus, Mr. Cat, and Furia. Contributed to the maintenance of design systems and actively identified opportunities for product improvement and innovation.
- Leveraged data-driven insights to create design solutions that met users' needs, resulting in an average of 25% increase in conversion rate and a 45% increase in user engagement.
- Consulting with clients to build solutions for business challenges and user needs through User Research, Information Hierarchy, UI and UX Design, Usability Testing, Design System and Prototyping.
- Collaborating closely with cross-functional teams, including marketing professionals, developers, and stakeholders, to ensure designs are aligned with business objectives and user needs.

Designer and Photographer • Freelancer

Jan 2018 - Jan 2023

- Produced commercial work for clients in Brazil and worldwide, utilizing software such as Adobe Illustrator, Lightroom, and Photoshop for commercial and product photography.

EDUCATION

Bachelor in Psychology

Positivo University • Curitiba/Brazil

SKILLS AND TOOLS

Technical and Prototyping: Figma, Adobe XD, Sketch, HTML/CSS

Design: Design Thinking, Information Architecture, Usability Testing, Prototyping, Presentation, Design System, Responsive Web, User Research

Methodologies and Collaboration: Agile Development, Slack, Miro, Scrum

RELEVANT COURSEWORK

- UX Design Specialization @ Google
- Human-Computer Interaction @ Georgia Tech
- Graphic Design Specialization @ CALARTS