Felipe Lourenço

Product Designer

Profile

I am a creative and skilled Product Designer with experience in developing innovative and user-centric products from concept to launch. I possess a strong knowledge of design principles, prototyping tools, and user experience methodologies. With an eye for detail and a passion for creating impactful products, I am committed to designing solutions that meet user needs and drive business objectives.

Work Experience

2022 - 2023

Roam Auto

Toronto - Canada

Lead Product Designer

As a Lead Product Designer, my role is to oversee the entire product design process, from ideation to launch. I am responsible for ensuring that the design aligns with user needs and business objectives, and that design work is completed on time and to a high standard.

2021 - 2022

iugu

São Paulo - Brazil

Product Designer Specialist

As a Product Designer Specialist, my role was to focus on a specific area of expertise within the product design process. I work closely with the Lead Product Designer and the design team to ensure that the design aligns with user needs and business objectives, and that design work is completed on time and to a high standard.

2018 - 2021

Vai car

São Paulo - Brazil

Product Designer Sr

As a Senior Product Designer, my role was to provide leadership and strategic direction for the product design team. I work closely with the Head Product Designer and cross-functional teams to ensure that the design aligns with user needs and business objectives, and that design work is completed on time and to a high standard.

2016 - 2017

Claro

São Paulo - Brazil

Product Designer Sr

As a Senior Product Designer, my role was to provide leadership and strategic direction for the product design team. I worked with diferentes areas inside the company, include Apps (Now Kids, Net App and Minha Claro) and Website (e-commerce)

2011 - 2016

Mobihouse

São Paulo - Brazil

Principal Product Designer

As a Principal Product Designer, I possess exceptional leadership and communication skills, am able to work collaboratively with cross-functional teams, and have a deep understanding of user-centered design principles. I have a proven track record of delivering high-quality design work on time and within budget, and am highly skilled in design tools such as Sketch, Adobe Creative Suite, Figma, and InVision.

Key Skills

Specialties

- Proficiency in design tools such as Sketch, Adobe Creative Suite, Figma, and InVision
- Knowledge of user research methods such as user interviews, surveys, and usability testing
- Expertise in creating wireframes, prototypes, and visual designs
- Experience with design thinking, agile methodologies, and project management
- Strong communication skills and ability to collaborate with cross-functional teams

Key Responsibilities

My key responsibilities include

- Leading the design team: I manage and mentor the design team, providing feedback, guidance, and support to ensure that the team is successful.
- Developing design strategy: I work with cross-functional teams to develop design strategies that align with user needs and business objectives.
- Conducting user research: I conduct user research and testing to inform design decisions, and use insights to guide design strategy.
- Creating design assets: I create wireframes, prototypes, and visual designs for multiple product iterations, ensuring that design work is completed on time and to a high standard.
- Implementing design system components: I implement design system components to ensure consistency and scalability across products.
- Collaborating with cross-functional teams: I collaborate with product managers, engineers, and stakeholders to ensure alignment on design goals and objectives.
- Ensuring high-quality design work: I ensure that design work meets high-quality standards and is consistent with brand guidelines.
- Staying up-to-date on design trends and tools: I stay up-to-date on design trends and tools, and apply new knowledge to design work.

Work Education

Bachelor degree	**Marketing and advertising**
São Paulo - Brazil	Universidade Anhembi Morumbi

Extracurricular course	**Design Leadership**
São Paulo - Brazil	How Bootcamp

Extracurricular course	**Product Leadership**
São Paulo - Brazil	Tera

Extracurricular course	**User Experience**
São Paulo - Brazil	Mergo

Contact Info

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