

Juliana Guimarães

www.julianaguimaraes.design | hi@julianaguimaraes.design | +1 347.397.4338

Senior UX/UI Designer

Passionate about art & human behavior. Experienced with logos, packaging design, app design, publication design, websites, brand visual guidelines, email marketing, banners, UX, AI-powered advertising solutions. History of refining brands storytelling, facilitating communication of complex information, data, and product flows, turning it into innovative, clear and prioritized designs of graphics, presentations, platforms, products, and other design materials.

KEY SKILLS

Tools

- Adobe Creative Suite
- Sketch
- Keynote / PowerPoint
- Figma

UX Methods

- Human-Centered Design
- User Research
- Storyboards
- Personas and Scenario
- Evaluation Usability
- Interface Prototyping and UX Feedback
- Wireframing
- UX Design Concept

Design

- Interaction Design
- Visual Design Principles
- Data Visualization
- Campaign/Branding

Languages

- English
- Portuguese

PROFESSIONAL EXPERIENCE

TikTok, UX / UI Designer

2021 to Present - New York, NY

Lead human-centered design concepts for understanding users, analyzing design, employing user research practices, and iterating design concepts with teams across the globe to build easy-to-use, intuitive products.

- Responsible for the overall work from early design research, strategy formulation, design output, development implementation, and iteration, ensuring usability and aesthetics of products;
- Supported projects in discovering, analyzing, and refining problems by applying different research methods;
- Promote optimization of the experience of the product, and promote the achievement of business indicators;
- Designed user journeys, wireframes, task flows, and interactive prototypes to communicate design ideas and the interaction concept;
- Collaborated with fellow designers to develop design language, design systems, libraries, and patterns to ensure design consistency across all platforms and products;

- Developed a BOT to automate the internal process to drive collaboration across teams and minimize inefficient creative administration and edits.

IBM, Visual / UX Designer

2016 to 2020 - New York, NY

Created visually engaging, innovative and functional mobile and web products. Collaborated with stakeholders to identify IBM's brand vision and conceptualize the right balance between business, design, and customers. Serving IBM business mission.

- Developed and designed IBM Watson-powered marketing platform, collaborating with cross-functional teams, using an Agile approach to drive the design process from ideation to product delivery and launch.
- Design, conception and lead of award-winning online advertising campaigns with Watson Ads an AI-powered advertising solution.
- Applied Design Thinking practices and workshops to improve methods and workflows across different teams, resulting in simpler and more effective processes with a significant reduction of miscommunications.
- Lead on projects ranging from planning, executing research in user experience, running product design processes and testing solutions powered by latest technology in AI and Machine Learning capabilities.
- Coached high-level executives across USA and Canada offices in storytelling, design language, brand materials, and presentation design skills, resulting in a cohesive brand alignment ensuring the company's values, beliefs, mission, and vision.
- Lead on cultural activities across the NY office, such as volunteer opportunities, insightful talks, team bonding activities, diversity programs, and implementation of brand values and design materials.

QUESTUS DIGITAL AGENCY, Art Director / UX Designer

2013 to 2016 - New York, NY

Led and built overall visual aspects of advertising and media campaigns. Coordinated work of other design staff, while ensuring clients' desired message and image were conveyed to consumers.

- Lead on redesign and restructure of the Universal Orlando Park e-commerce platform, responsible for defining and driving the visual language and style for the platform and user experience, resulting in an exponential growth of user access and sales.
- Designed and developed digital advertising campaigns, marketing materials, and brand style guides.
- Conducted refinements and improvements for design centered UI/UX on websites and platforms.

acquaintable, Freelancer UX Designer

2013 to 2013 - New York, NY

Lead designer on development of an online dating app and website. Also responsible for creation of all brand identity materials. The startup was acquired by Reveal after 3 months of being launched.

McCann Erickson, Art Director

2009 to 2012 - São Paulo, Brazil

Produced new client pitches, directed and created various offline/online award-winning advertising campaigns, designed and maintained client websites.

Loducca Virtual, Art Assistant

2009 to 2008 - São Paulo, Brazil

Coordinated and built online campaigns and websites. Production and maintenance of websites and platforms, and development of wireframes.

Tribal Digital Agency, Web Designer

2004 to 2008 - São Paulo, Brazil

Design and development of websites with HTML / CSS coding. Concept and designs for digital campaigns.

Dixit, Web/Graphic Designer

2004 to 2003 - São Paulo, Brazil

Design and development of websites, email marketing, graphic materials.

RELEVANT COURSES AND TRAINING

- Design Thinking
- Color Theory/ Bauhaus
- Virtual and Augmented Reality
- Agile Management
- Machine Learning and Artificial Intelligence
- Blockchain
- Cloud

EDUCATION

Bachelor of Graphic Production (BA), SENAI Theobaldo de Nigris, São Paulo, Brazil

User Experience Design Certification, Cornell University, New York, USA