

Luan Rosa

Senior Product and UX Designer | Game UX and Player Experience

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PROFILE

Product and UX Designer with 5+ years of experience across enterprise commerce, SaaS, education platforms and design systems. I turn complex workflows into clear, scalable interfaces through research, information architecture, interaction design, prototyping, usability testing and close collaboration with product and engineering. My player-experience work applies the same rigor to game controls, HUD feedback, target recognition and player behavior through independent studies and controller-based prototypes.

PROFESSIONAL EXPERIENCE

Experience Designer and UI/UX Designer

Object Edge | Mar 2023 to Present

- Design enterprise B2B and B2C experiences across commerce, travel, automotive and internal SaaS, covering discovery, flows, UI, responsive behavior, prototyping, validation, design systems and developer handoff.
- For Specialized Bicycle Components, redesigned product listing and detail experiences for retailer workflows. Improved list-view density and scanning, introduced an optional grid aligned with familiar B2C patterns, and refined the view switch after user feedback made icon-only controls unclear.
- Created an internal 360 performance-review MVP from an initial stakeholder concept. Translated the evaluation model into administrator, mentor and employee workflows, moderated usability sessions with seven colleagues, and incorporated feedback observed from about 40 pilot users.
- Identified a privacy risk in describing feedback as anonymous when database access could reveal authorship. Helped align the product decision and interface language with the actual privacy model.
- Collaborate with product managers, business analysts, senior designers, engineers, QA and client stakeholders across distributed international teams.

AI Training Contributor for Product Design

Tastemakers | Apr 2026 to Present

- Evaluate multi-turn UI and UX outputs for visual hierarchy, interaction quality, consistency, instruction adherence and implementation fidelity.
- Document specific design defects and compare alternatives using evidence-based criteria rather than stylistic preference alone.

Product Designer

Conquer Business School | Jun 2022 to Feb 2023

- Designed B2B and B2C education experiences for a learning ecosystem serving more than one million learners, including LMS and LXP journeys, class-management flows, internal systems and administrative tools.
- Contributed to a shared design system and reusable product patterns that improved consistency across teams and reduced repeated implementation work.

SELECTED PLAYER EXPERIENCE WORK

Target selection in Red Dead Redemption 2

Independent Game UX study | 2026

- Investigated how players anticipate, recognize and switch interaction targets while preserving the pace and visual language of the game.
- Recorded gameplay, synthesized player observations, explored multiple HUD directions, and built a Figma prototype operated with a connected PS5 controller.
- Evaluated the final flow with seven participants. All seven associated the L2 prompt with the indicated character and switched targets without observed difficulty in the tested scenario. The study does not claim coverage of combat, moving targets or first-time exposure.

Fortnite progressive companion app

Independent concept | Selected project

- Explored how player identity, progression, inventory, the item shop and map information could extend beyond gameplay. Clearly separated prototyped interface concepts from unvalidated integration assumptions.

O Meio Noob

Games analysis and content project | Ongoing

- Research and produce video essays about games through player behavior, interaction design, accessibility, friction, feedback and emotional experience, translating complex design decisions for a player-first audience.

ADDITIONAL EXPERIENCE

Product Designer and Web Designer

UAIX Smart Design and independent practice | Feb 2021 to Feb 2025

- Designed websites, product interfaces and operational flows for small businesses and independent clients, balancing user needs, brand direction, business constraints and practical implementation.
- Worked from discovery and information architecture through wireframes, visual design, responsive specifications and implementation support.

UX/UI Designer and Web Designer

Vennx Consultancy | Nov 2021 to Jun 2022

- Delivered more than ten responsive websites and digital experiences, translating client goals into structured journeys, interface systems and production-ready specifications.

UX Research Collaborator Intern

Skidmore Owings and Merrill | May 2015 to Jul 2015

- Supported research and design work during an international academic collaboration, strengthening the systems thinking and human-centered analysis later applied to digital products.

CAPABILITIES

Player experience: Game UX, player research, HUD and menu analysis, interaction prototyping, controller inputs, usability evaluation, feedback systems, cognitive load, accessibility and engagement loops.

Product design: UX strategy, information architecture, user flows, interaction design, UI design, design systems, responsive design, prototyping, usability testing, analytics and developer handoff.

Tools: Figma, FigJam, Adobe Photoshop, Adobe Illustrator, Google Analytics, Hotjar, HTML and CSS.

EDUCATION AND CREDENTIALS

Postgraduate Degree in Product Management | Descomplica Digital University | 2023 to 2024

Associate Degree in Computer Science | Cruzeiro do Sul Virtual | 2021 to 2022

Bachelor's Degree in Architecture and Urbanism | PUC Minas, with University of Utah exchange experience | 2011 to 2016

Salesforce UX Designer Certification | University of Michigan UX Research and Design | Interaction Design Foundation coursework in HCI, UX research, visual design and mobile design

Languages: Portuguese, native | English, fluent