

Luan Rosa

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Date of Birth: 28.11.1992
Marital Status: Married
Nationality: Brazilian



Practical Experience

03/2023 – Present **Object Edge**, Remote, Brazil/USA

Object Edge is a digital consultancy firm specializing in enhancing B2B eCommerce experiences. They design, implement, and manage systems focusing on user-friendliness and efficiency, working with major companies across various industries since 1994.

Product Designer

Accomplishments:

- Leading the initiative of designing the mobile experience for Specialized Bikes' B2B.
- Enhanced site SEO strategies, leading to a 21.6% increase in site visits.
- Redesigned homepage and truck fitment feature, boosting usage by 46.6%.
- Utilized Google Analytics and user feedback to improve user engagement.
- Maintained and evolved client design systems for consistency and usability.
- Collaborated with the design team and developers to refine components.

02/2021 – Present **UAIX Smart Design**, Remote, Brazil

UAIX is a digital design agency helping entrepreneurs bring innovative ideas to life online

Product Designer

Accomplishments:

- Delivered customized design solutions aligned with business objectives.
- Developed an asset editor for the metaverse, integrating VR/AR principles.
- Reduced user errors by 40% for a key client through clear design.
- Stayed current with design trends and earned certifications.

06/2022 – 03/2023 **Conquer Business School**, Remote, Brazil

A Brazilian business school focused on practical skills and personal development, offering postgraduate programs in leadership, project management, marketing, and more.

Product Designer

Accomplishments:

- Led the design in cross-functional teams and managed project timelines.
- Enhanced internal and external products, including an educational platform.
- Implemented a design system, reducing development time by 30%.

11/2021 – 06/2022 **Vennx**, Remote, Brazil

A Brazilian consulting firm that blends technology with business expertise to offer consulting and SaaS solutions.

UX/UI Designer | Web Designer

Accomplishments:

- Delivered over 10 successful website projects on time and within budget.
- Increased user engagement through interactive animations and visuals.
- Improved user satisfaction and flow through data analysis.
- Developed responsive websites, boosting mobile traffic.

05/2015 – 07/2015 **Skidmore, Owings & Merrill LLP (SOM)**, Chicago, USA

A globally recognized architecture, engineering, and urban planning firm known for design excellence.

UX Research Collaborator Intern

Accomplishments:

- Conducted research and design proposals for repurposing closed public schools.
- Applied primary and secondary research to gather user insights.
- Collaborated with design students to develop user-centered solutions.
- Presented findings to senior architects, contributing to urban redevelopment initiatives.

Education

- 08/2023 – 12/2023 University of Michigan, Remote, USA
Non-Degree, User Experience Research and Design
Specializations: User experience principles, human-computer interaction, design and product analysis, data analysis, and communication.
- 01/2023 – 01/2024 Descomplica, Remote, Brazil
Post-graduation Degree in Product Management
Specializations: Product management, product development, data analysis, business growth, strategic planning, product lifecycle management.
- 08/2021 – 07/2022 Cruzeiro do Sul Virtual, Remote, Brazil
Associate's Degree in Computer Science
Specializations: Computer systems, web development, mathematics, software development, and testing.
- 02/2011 – 12/2016 PUC Minas, Poços de Caldas, Brazil / University of Utah, Salt Lake City, USA
Bachelor's Degree in Architecture and Urban Planning
Specializations: Architecture theory, urban planning, construction methods, sustainability, cultural perspectives in architecture.

Scholarships & Awards

- 08/2014 – 12/2015 Scholarship: Science without Borders - CNPq
- 12/2015 Award: Dean's List at the University of Utah
- 02/2011 – 12/2016 Scholarship: PROUNI Scholarship – PUC Minas

Voluntary Work

- 11/2023 – Present **UAIX Smart Design**, Remote, Brazil
Design Mentor
- Mentored early-career designers and those transitioning into the field.
 - Assisted with portfolio reviews, career advice, and skill development.
- 01/2008 – 12/2010 **State School Dr. José Marques de Oliveira**, Pouso Alegre, Brazil
Radio Manager
- Managed the school radio, overseeing programming, content creation, and broadcasting.
 - Developed communication and organizational skills while working with a team of students.

Languages, computer skills, and courses

Portuguese Native
English Fluent

Design Tools Figma, FigJam, Miro, Notion, Photoshop, CorelDRAW

Courses User Experience Research and Design, Salesforce Trailhead, Human-computer interaction, User Research, Visual Design, Games UX Foundations, Engaging Products Design, UI Design for Games

Engagement & Interests

08/2008 – 12/2011 Played in the school fanfare, participating in various school events and parades.

Interests: Data-driven design, multiplayer games, learning language, traveling, and barbecue.

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