Luan Rosa

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Profile Summary

Product Designer with over four years in digital product design and over five years practicing user-centered design. Strong experience improving e-commerce and B2B workflows, optimizing UI patterns, and designing responsive interfaces across web and mobile. Skilled in Figma, research, complex workflow design, prototyping, and data-informed iteration. Proven ability to partner with product and engineering to deliver user and business impact at scale.

Practical Experience

03/2023 – Present

Object Edge, Remote, Brazil/USA
Object Edge is a digital consultancy firm specializing in enhancing B2B eCommerce experiences.

Product Designer

Accomplishments:

- Improved PLP, PDP, cart, and cross-device experiences for Specialized's B2B platform, resulting in a 21.6 percent increase in site visits and more than 100,000 unique visitors.
- Redesigned the homepage and vehicle fitment experience that boosted usage of a key feature by 46.6 percent.
- Led the design of United Airlines' Lounge Management System including agent desktop, mobile workflows, and self-service kiosks, delivering responsive wireframes and managing stakeholder feedback loops.
- Created a visual QA checklist and guided QA teams using Figma Dev Mode which improved handoff clarity and UI accuracy.
- Collaborated on UX audits and translated insights into clearer user flows and consistent component behavior across multiple client platforms.
- Maintained and evolved design systems supporting multi-client scalability and visual consistency.

02/2021 – 02/2025

UAIX Smart Design, Remote, Brazil
UAIX is a digital design agency helping entrepreneurs bring innovative ideas to life online

Product Designer

Accomplishments:

- Delivered end-to-end design solutions aligned with business goals across multiple digital products.
- Designed an asset editor for the metaverse incorporating VR and AR interaction principles.
- Reduced user errors by 40 percent through clearer design patterns for a key client.
- Stayed current with design trends and completed advanced UX certifications to support higher design quality.

06/2022 – 03/2023

Conquer Business School, Remote, Brazil
A Brazilian business school focused on practical skills and personal development.

Product Designer

Accomplishments:

- Led design work within cross-functional teams for internal and external products including an educational platform.
- Implemented a design system that reduced development time by 30 percent.
- Managed timelines, collaborated with engineering, and improved usability across learning experiences.

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 more than ten website projects on time and within budget.
- Increased user engagement through interactive visuals and animations.
- Improved user satisfaction and flow by analyzing user behavior data and optimizing navigation.
- Developed responsive sites that increased 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 primary and secondary research to inform design proposals for repurposing closed public schools.
- Collaborated with design students to produce user-centered concepts and presented findings to senior architects.

Education

08/2023 – 12/2023   University of Michigan, Remote, USA
Non-Degree, User Experience Research and Design

01/2023 – 01/2024   Descomplica, Remote, Brazil
Post-graduation Degree in Product Management

08/2021 – 07/2022   Cruzeiro do Sul Virtual, Remote, Brazil
Associate's Degree in Computer Science

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

Languages, computer skills, and courses

Languages	Portuguese (Native), English (Fluent)
Design Tools	Figma, FigJam, Miro, Notion, Photoshop
Skills	Research and UX, User Research, Usability Testing, User Interviews, Product Discovery, Workflow Mapping, Information Architecture
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

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