

LANA LIMA

PRODUCT DESIGNER

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WORK EXPERIENCE

AB INBEV

Product Designer

São Paulo, Brazil

October 2021 - Present

- Strategically shaped product roadmaps and defined design strategies, contributing to a 68% increase in company revenue.
- Led end-to-end UX/UI design initiatives, improving NPS to 79 and reducing signup time by 57%.
- Designed and launched 23 features, enhancing user experience for over 24,000 users and reducing drop-off rates by 12%.
- Managed and mentored a junior designer, while coordinating with 3 external partners to ensure consistent design quality and delivery.
- Facilitated design sprints and workshops for web and mobile products, increasing user efficiency by 76%.

GAMA ACADEMY

Product Design Mentor

São Paulo, Brazil

April 2020 - December 2022

- Mentored over 40 aspiring product designers, guiding them in product design principles, user interface design, accessibility, and career development.
- Conducted instructional sessions and workshops, equipping students with practical skills in UX/UI.

WAY2 TECHNOLOGY

Product Designer

Florianópolis, Brazil

July 2019 - October 2021

- Designed and optimized energy management software, driving a task conversion rate increase to 18%.
- Developed and implemented a new user adoption flow, resulting in 8% growth in new users and a 13% boost in retention.
- Led a digital onboarding initiative, elevating the NPS score from 47 to 68 points.

CONEXORAMA

Product Designer

Florianópolis, Brazil

April 2018 - July 2019

- Spearheaded strategic website and landing page redesigns, leading to a 26% increase in conversion rates.
- Implemented Hotjar and Google Analytics for 15+ clients to analyze user behavior and optimize growth.
- Managed the recruitment and onboarding of 3 new product designers, expanding the team's capabilities.

UATT

Product Designer

Florianópolis, Brazil

June 2017 - March 2018

- Led UI/UX enhancements to optimize the digital experience for registered resellers.
- Introduced and launched a new digital education flow, increasing user adoption by 10%.

EDUCATION

Federal University of Santa Catarina (UFSC)

BA in Design

Florianópolis, Brazil

SKILLS & LANGUAGES

Languages: Portuguese (Native) and English (Fluent)

Technical skills: Wireframing & Prototyping, Responsive Design, User Research & Usability Testing, Data-Driven Design, Agile Methodologies, Cross-Functional Collaboration, HTML & CSS

Tools and software: Figma, Sketch, Miro, Typeform, Hotjar, Mixpanel, Slack, Jira.