

# Juliana Pontes

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## Summary

Bacharel em Desenho Industrial - Design Gráfico com experiência de aproximadamente 20 anos em Escritórios de Design e Agências de Publicidade, participando de projetos no campo criativo desde o esboço a concepção em Brand Design, campanhas online e offline e ações promocionais.

MBA em UX Design & Strategy e atuante na área, onde pude integrar times em projetos de Transformação Digital e desenvolvimento de produtos digitais (mobile/desktop) em diversos setores como, Financeiro (Fintech) e E-commerce, assim como conceber minha própria startup (Healthtech), que integrou o TOP 10 Startup One da FIAP no ano de 2021.

Bachelor in Industrial Design - Graphic Design with about 20 years of experience in design offices and advertising agencies, participating in creative projects from sketch to concept in brand design, online and offline campaigns and promotions.

MBA in UX Design & Strategy and active in the field where I was able to join teams in digital transformation projects and development of digital products (mobile/desktop) in different sectors such as finance (Fintech) and e-commerce, as well as designing my own startup (Healthtech) that was part of FIAP's TOP 10 Startup One in 2021.

## Experience

### Product Designer

Clara

Apr 2023 - Present (11 months)

Clara is a fintech company that provides an intelligent platform for corporate expense management. As a product designer in the Transactions & Dashboard/Insights squad, I worked in a cross-functional team, collaborating with developers, data-scientists, product managers and stakeholders to understand the needs and pain points of customers and deliver user-centric, data-driven and AI-based solutions that improve their financial well-being and satisfaction, optimizing the user interface and experience.

### Product Designer

Gauge

Aug 2021 - Apr 2023 (1 year 9 months)

Gauge is a digital consultancy focused on market strategy, analytics, media, communications, research and user experience hub of the Stefanini Group. As a product designer, I was able to participate in various projects, from Fujifilm Brazil Digital Transformation, to the development of the e-commerce platform (app, desktop and responsive) for wholesales Atacadão, part of the Carrefour Group, and the prepaid finance pool ERP for Inlira, also part of the Stefanini Group.

Fujifilm Brazil Digital Transformation project relied on a cross-functional team, with a focus on co-creation processes that generated engagement not only within the team, but also with the client. The

discovery phase played a crucial role in getting the project off the ground. It provided the basis for a diagnosis of the organization's digital maturity. The UX artifacts used included interviews, workshops (on diagnosis, value proposition and user journeys) with both leadership and employees (from all areas), the creation of personas and the clustering of information within the digital transformation pillars. Methodologies such as design thinking, agile and data-driven were also used. Among the metrics, OKRs were established, not only for the organization, but also for each area.

The processes used in the Atacadão and Inlira projects were similar. Workshops were held to map out user journeys, user stories and more, always with the full involvement of product managers and product owners. From there, the design process began, from wireframes to high-fidelity prototypes presented at the end of each design sprint. In the Atacadão project, usability tests were carried out with selected customers.



## **Art Director**

ampfy

Jul 2018 - Dec 2019 (1 year 6 months)

Campanhas publicitárias (offline e online) / Advertising campaigns:

- Shoppings Iguatemi / Iguatemi Malls
- Café Melitta / Mélitta Coffee
- Esmaltes Risqué - Coty / Risqué nail polish - Coty
- Azeites Andorinha / Olive oil Andorinha

## **Graphic Designer**

Apr 2015 - Jun 2018 (3 years 3 months)



## **Graphic Designer**

Packaging Brands

Sep 2014 - Apr 2015 (8 months)

Campanhas publicitárias / Advertising campaigns:

- Claro Telecom Brasil



## **Art Director / Graphic Designer**

Agência Squadro Ideias

Mar 2010 - Sep 2014 (4 years 7 months)

## **Art Director**

BM7/BBK

Jan 2008 - Jan 2009 (1 year 1 month)

## **Art Director**

Escritorio de Idéias

Apr 2004 - Jan 2008 (3 years 10 months)

## **Co-Owner / Graphic Designer**

## Lado D Design + Comunicação

Feb 2000 - Apr 2004 (4 years 3 months)

Estúdio de Design que desenvolvia projetos na área de Design Gráfico e Digital.

Design studio that developed Graphic and Digital projects.

## Graphic Design Internship

Valéria London Design

Feb 1999 - Mar 2000 (1 year 2 months)

PROJETOS:

Shopping New York City Center, Wet n' Wild - RJ, Hospital Copa D'Or, Sendas Supermercados, Bon Marché Supermercados e UCI Cinemas.

PROJECTS:

New York City Center Mall, Wet n' Wild - RJ, Copa D'Or Hospital, Sendas Grocery Store, Bon Marché Grocery Store e UCI Cinemas.

## Graphic Design Internship

Cribb Dancing

1997 - 1997 (less than a year)

Participação em projetos de Design Gráfico e Estamparia para a própria marca.

BREVE HISTÓRICO DA MARCA:

Criada em 1973, a Cribb surgiu da junção entre a música, pintura, dança e moda. Estampas ligadas à arte, elaboradas por artistas renomados, aumentaram o prestígio da marca.

Após esta fase dancing a Cribb direcionou-se para o fitness acompanhando uma tendência mundial de culto ao corpo e cuidado com a saúde, nunca abandonando a veia artística ligada à moda.

Participation in Graphic Design and Printing projects for the brand itself.

BRIEF HISTORY OF THE BRAND:

Created in 1973, Cribb emerged from the combination of music, painting, dance and fashion. Art-related prints by renowned artists increased the brand's prestige.

After this dancing phase, Cribb moved towards fitness, following a worldwide trend of body worship and health care, while never abandoning the artistic vein linked to fashion.

## Education



### FIAP

Master of Business Administration - MBA, UX Design & Strategy

Jun 2020 - Jul 2021



### CCE - PUC-Rio

General Sales, Merchandising and Related Marketing Operations



## **CCE - PUC-Rio**

Design and Visual Communications, General



## **School of Visual Arts Continuing Education**

Computer Software and Media Applications



## **Centro Universitário da Cidade**

Bachelor's degree, Desenho Industrial - Programação Visual  
1996 - 1999

## **Colégio Bahiense**

Ensino Médio  
1994 - 1995



## **Highland High School**

High School  
1994 - 1995

## **Colégio Teresiano**

Educação Infantil / Ensino Fundamental / Ensino Médio  
1982 - 1993

## **Licenses & Certifications**



**Design System Specialist - Meiuca**



**Digital Product Design - EBAC - Escola Britânica de Artes Criativas e Tecnologia**



**Design Thinking - LAJE**



**Digital Branding - LAJE**



**Figma Design de interfaces do zero ao profissional - Udemy**



**Métricas de UX para produtos e serviços digitais - Udemy**

## **Skills**

Product Design • UX Design • UI Design • Figma • Prototyping • Interaction Design • Information Architecture • UX Research • User Flows • Design Specifications