

# LUCIANO LUCAS

UI/UX Designer

Versatile designer with over 18 years of experience, currently contributing to the LG Electronics team. I am now seeking to pivot my career towards Visual Design, driven by my passion for creating visually stunning and impactful designs. My background in UX has provided me with a deep understanding of user-centered design principles, which I aim to leverage in crafting compelling visual experiences.

## Email

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## Linkedin

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## Phone

+55 61 985408662

## Portfolio

[lucianolucas.com.br](http://lucianolucas.com.br)

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## EXPERIENCE

### • LG Electronics

*Lead UI/UX | Feb 2024 - Current*

UX designer with the challenge of enhancing LG's e-commerce experience, reducing website abandonment rates, improving search engine ranking through optimized SEO, and increasing conversion.

### • Samsung Electronics

*Supervisor / UX Designer | Feb 2021 - Feb 2024*

Leading UX initiatives informed by Latin American behaviors, ensuring innovation and local relevance on a global scale.

### • Eldorado Research Institute

*UX Designer | Jan 2013 - Jan 2021*

End-to-end design of digital products, from initial drafts to final product, integrating surveys, wireframing, and low-fidelity mockups.

### • Government Education Ministry

*Visual Designer | Jan 2012 - Jan 2013*

Lead designer for Brazilian Government education services, overseeing internal systems, websites, and mobile applications, including the ENEM national test.

### • Cabal Brasil

*UX Designer | Jan 2008 - Jan 2012*

Design lead developing internal solutions, including INTRANET, EXTRANET, and payment systems, optimizing team workflow.

### • Foton Technology

*UX Designer | Feb 2007 - Jan 2008 | Brasília, BR*

Contributed to the development of ATMs interfaces, internet banking, and credit card issuance processes for Brazilian Banks Institutions.

## E D U C A T I O N

- **Fortium College**

*Brasília, BR | May 2010*

Bachelor of Arts, Digital Interface Design

- **Scrum Alliance**

*Brasília, BR | Jun 2018*

Certified Scrum Product Owner

## A C H I E V E M E N T S

- **AHFE International Conference**

*June 2019*

Co-author of the paper "CasaE Xperience - Creation Method Focused in Accessibility."

- **Flash Award Recognition**

*November 2017*

Recognition prize for outstanding performance, quality, and posture during a complex project with a tight schedule.

- **Excellence Award for Contribution**

*November 2014*

Prestigious award at Eldorado Research Institute for outstanding contribution as a UX Designer.

## S K I L L S

### Technical Skills

- UI/UX Design;
- User Interface Design;
- User Experience Design;
- Interaction Design;
- Information Architecture;
- Wireframing;
- Prototyping;
- Usability Testing;
- Mobile Design;
- Responsive Design;
- Visual Design;
- Design Thinking;

- Figma;
- InVision;
- Axure;
- Balsamiq;
- Zeplin;

### Front-End Skills

- HTML;
- CSS;
- JavaScript;
- Responsive Web Design;

### Tools and Software

- Adobe Photoshop;
- Adobe Illustrator;
- Adobe XD;
- Adobe Premiere;
- Adobe After Effects;
- Sketch;

### Methodologies and Approaches

- Agile;
- Scrum;
- Design Thinking;
- Human-Centered Design;
- User-Centered Design;

**Soft Skills**

- Collaboration;
- Communication;
- Problem-solving;
- Creativity;
- Attention to Detail;
- Time Management;

**Extras**

- Mobile App Design;
- Web Design;
- E-commerce Design;
- SaaS Design;
- Accessibility;