

# Junior PINA

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## EXPERIENCE

### **Digibee** Product Designer Specialist

SEP 2024 – Present

At Digibee, I had the opportunity to work in a very different business context, a highly technical one, with the challenge of incorporating artificial intelligence into the product. We developed strategies to optimize design and front-end processes, designing experience guidelines that reduce noise in the user journey and create spaces for integrating AI into the pipeline construction process.

### **Loggi** Product Designer Specialist

AUG 2021 – SEP 2024

I worked in the company's two most important business units, developing products for database management, route experience for partner drivers and, more recently, the product aimed at small and medium-sized retailers. I also led the construction of Carto, Loggi's Design System, from the conceptualization of the foundations to the construction of more than 40 components and 120 tokens that transformed the work processes between the Design and Front End teams.

### **Globo** Senior Product Designer

MAR 2017 – JUL 2021

I was able to actively participate in Globo's digital transformation process over the course of almost 5 years working at the Corporate Solutions HUB, developing multiplatform digital products for the Journalism, Sports, Entertainment, Research and Archive business units. Between 2017 and 2019, I also held the role of Product Owner in addition to my activities as a Designer.

### **Druid** Product Designer

JUL 2014 – JUL 2016

### **Raw** UX Designer

SET 2010 – NOV 2013

## EDUCATION

### **Postgraduate in Marketing and Digital Design**

ESPM

2015 – 2017, Rio de Janeiro

### **Bachelor of Industrial Design**

Gama Filho University

2009 – 2012, Rio de Janeiro

### **Specialization in Web Design**

INFNET Institute

2008 – 2009, Rio de Janeiro

### **Certified SAFe 4 Agilist**

Scaled Agile

FEV 2019, Rio de Janeiro

## TOOLS

Figma • Sketch • Adobe Photoshop & Illustrator • Maze • Hotjar • Notion

## SKILLS

Mobile Design, Web Design, Web App Design • Design Process, User Experience, User Interface Design • Wireframing, Prototyping, User Flows, Usability Testing • Icon Design, Logo Design, Branding • Strong collaboration with developers

## LANGUAGE

Native Portuguese  
& Advanced in English