

## SKILLS

---

- User experience
- User interface
- Product Design
- Design system
- User research
- Product
- Facilitation
- Workshops
- Design Thinking

## LANGUAGES

---

- Portuguese
- English
- Spanish (Limited work)

## CERTIFICATIONS

---

- Qualitative Methods by University of Amsterdam
- Quantitative Methods by University of Amsterdam
- Product Manager by PMM3
- Introduction to Psychology by University of Toronto

# Juliana Medaglia

— Senior Product Designer

📍 Amsterdam, Netherlands

✉ [julianacmedaglia@gmail.com](mailto:julianacmedaglia@gmail.com)

📞 +31 627 592 494

🌐 [/in/julianacmedaglia](https://www.linkedin.com/in/julianacmedaglia)

🔗 [julianamedaglia.com](http://julianamedaglia.com)

## PROFILE

---

Product and Design person. I am an enthusiast of design as a process that delivers value - not only layouts. I get involved with design from end to end, believing in the value of co-creation, user-centered research and in data as a decisive factor for decision making. I am looking for new opportunities to keep working with digital products in fast paced companies.

## EXPERIENCE

---

### Senior Product Designer

Beat, Netherlands

Jul 2022 – Nov 2022

I was responsible for the driver experience at Beat from registration to rides and earnings. Different than my previous role at the same company, now I handled different projects at the same time and I was the only designer who worked at the driver domain.

### Product Designer

Beat, Netherlands

Nov 2021 – Jun 2022

Beat was a ride hailing app focused on LATAM markets with over 25 million active users and 1 million active drivers. I worked on the Driver Domain, taking care of the driver registration for all of our 5 markets. I worked as a pair with UX Researchers and Product Managers during the whole design process. I joined user interviews, created solutions, facilitated workshops, and I also made wireframes and prototypes and delivered them to developers.

### UX Designer

Otto, Brazil

Aug 2019 – Sep 2021

Otto is a startup focused on the real estate market. I built Otto from ground zero (the application, our website and the B2B tool). I've worked mostly focused on UX Design, doing a lot of research, constructing user's journeys, running usability tests, interviewing all types of users and stakeholders. I've built wireframes, prototypes, high-end layouts for delivery and assisted our UI Designer to build our Design System. Other than that, I also worked as a Product Manager in some projects.

## ACADEMIC BACKGROUND

---

### Postgraduated program in Anthropology (2019 - 2020)

Faculdade Unyleya

### Postgraduated program in User Experience (2017 - 2019)

Uniritter

### Associate Degree in Multimedia Production (2013 - 2016)

Faculdade do Senac

### Exchange program in Fine Arts (2012 - 2013)

Universidade do Porto (Portugal)

### Bachelor in Fine Arts (2009 - 2013)

Universidade Federal do Rio Grande  
do Sul

## HOBBIES

---

- Playing video games, specially on my Nintendo Switch;
- Trying out new (spicy) foods;
- Watching 90s/2000s anime;
- Fashion: I love trying out new hair colours.

### Product Designer Specialist

Triider, Brazil

Dec 2017 – Jul 2019

Triider is a marketplace focused on the service market. I was the first Product Designer of the company, therefore I rebuilt all of the product based on research, usability tests, A/B tests and much more. Other than that I also helped the company to create a design culture into every team, based on collaboration and co-creations.

### UX/UI Designer

NT Consult, Brazil

Sep 2016 – Nov 2017

I worked as an UX/UI consultant for several companies and different fields, from fintechs to governmental business.

### Graphic Designer (Internship)

Simplez, Brazil

May 2015 – Jul 2016

Simplez provides innovation tools for big companies. I worked as a graphic designer for social media content and hackathon planning and executions.

### Graphic Designer (Internship)

Faculdade Faccentro, Brazil

Feb 2014 – Apr 2015

I worked in the Marketing department at Faccentro University. I designed social media content and was responsible for the university events.

### Graphic Designer (Internship)

Crocco Studio, Brazil

Mar 2012 – July 2012

Assisted the brazilian artists Helena Crocco on her works and projects. I participated in a project called "Comunidades Criativas", where we traveled in Brazil to help out communities to better commercialize their art and products.