

Hugo Lourival

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Portfolio: www.hugolourival.com

Product Designer with 12 years of experience in the design field, the last 8 years as a Product Design and currently large international oil and gas company. Focusing on designing digital products for web, iOS, and Android platforms, both B2B and B2C. Utilizing a data-driven approach, from discovery to validation, doing research, data analysis, and UI design in a user-centered way, and leverage Design Thinking methodologies to guide and lead designers throughout the design process. Managed complex design projects, including planning, and have worked with cross-functional teams to deliver a good experience.

PROFESSIONAL EXPERIENCE

SENIOR PRODUCT DESIGNER / MODEC International, Remote (Feb/2022)-Present

- Currently, developing a digital product for the MODEC Group to streamline vessel and company management across 15+ countries.
- My latest product release (Performance Management) saved \$44M USD in monthly expenses by preventing employee rework and reducing time spent on tasks that could be automated. Digital document management has already achieved adoption from 6 to 11 of branches.
- Conducted research with 8 countries and created a digital document management solution to maintain standardized processes and facilitate stakeholder revisions.
- Drive product strategy, from problem identification to launch and measurement. The product discovery strategy resulted in a 4x bonus for recognition for me.
- Administered a small team of product designers and establish company standards for Documentation, Design System, and Design Ops. The outcome reduced new designer onboarding time from 7 days to 3.

SENIOR PRODUCT DESIGNER / Q4 Inc. Canada, Toronto (Nov/2021)-(Jan/2022)

- Designed the mobile native apps (Android and iOS), conducting early product discovery. Completed the discovery stages in 3 months and reached the development phase.
- Research methods like user interviews, benchmarks, and data analysis. Where managed to identify more than 15 pain points.
- Also design the app's MVP, collaborating with cross-functional teams for successful implementation and still designed to deliver the interfaces for 2 navigation flows.

SENIOR PRODUCT DESIGNER / UOL Universo Online. Brazil, São Paulo (Oct/2019)-(Oct/2021)

- Launched new apps with higher ratings (4.4 on Play Store, 4.1 on App Store) and increased daily users by over 200,000. The rating of the old app was (2.8 on Play Store, 1.7 on App Store).
- Partnered with Dropsuite Singapore to create an email backup product that now contributes 35% to email product profits.
- Redesigned the email product, resulting in over 12 million monthly accesses and a user satisfaction score of 4.5.
- As the Product Designer for all email products, made data-driven decisions, conducted usability tests, and collaborated with multidisciplinary teams, increase NPS score from 43 to 61.

MID-LEVEL PRODUCT DESIGNER / UOL Universo Online. Brazil, São Paulo (Jul/2018)-(Sep/2019)

JUNIOR PRODUCT DESIGNER / UOL Universo Online. Brazil, São Paulo (May/2017)-(Jun/2018)

JUNIOR UX/UI DESIGNER / Net Embalagens. Brazil, São Paulo (Apr/2015)-(May/2017)

- Previously, help the senior product designers in optimizing the sales platform and driving increased sales.

INTER UX/UI DESIGNER / Grupo Comunic. Brazil, São Paulo **(Oct/2013)-(Apr/2015)**

- Learned with senior UX/UI designers how create E-learning apps, games, and graphic design.

EDUCATION

BACHELO'S DEGREE, DESIGN / Anhanguera University, São Paulo **Graduation Year (2017)**

CERTIFICATIONS

AGILE METHODOLOGY FOR UX / Interaction Design Foundation, Remote **(Present)**

DATA-DRIVEN DESIGN / Interaction Design Foundation, Remote **(2023)**

UX DESIGN MASTERCLASS / Filament Creative Inc. Now EY Design Studio Canada, Remote **(2019)**

GOGGLE ANALYTICS / Google, Remote **(2018)**

AGILE METHODOLOGY / Knowledge 21, Remote **(2017)**

TOOLS

Figma, Notion, Dovetail, Miro, Adobe XD, Typeform, Invision, Photoshop, Illustrator, After Effects, Adobe - Creative Suite, Google Analytics, Firebase, Hotjar, Jira, Axure, Kanban.

SOFT SKILLS

Design Leadership, Double Diamond, People Management, Stakeholder Management, Effective Communication, Data-driven Decision Making, Organizing Workshops.

HARD SKILLS

User Research, Accessibility, Motion Design, Prototyping, User Interface, Wireframing, A/B Testing, Design Thinking, Visual Design, Responsive Design, Human-Centered Design, Design System, Qualitative & Quantitative Research, User Flows, Visual Design, Product Design, Design Ops, User Experience.

ADDITIONAL TRAINING AND DEVELOPMENT

COGNITIVE PSYCHOLOGY IN UX DESIGN / Udemy, Remote **(2020)**

UX WRITTING / Mergo, São Paulo **(2018)**

USABILITY TESTING / Mergo, São Paulo **(2017)**

STRATEGIC DESIGN / Mergo, São Paulo **(2017)**

UX WEEKEND / Mergo, São Paulo **(2015)**

AWARDS

FAIL FAST AWARDS / Shape's Leadership Awards by Shape – MODEC **(2023)**

1ST PLACE / Health Hackathon by City Hall of São Paulo **(2017)**