Contact

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meneghel-651886184 (LinkedIn)

Top Skills

Pensamento crítico

Pesquisa de mercado

Teste de usabilidade

Languages

Inglês (Full Professional)

Certifications

IBM Research Brasil - Colóquio
2020 // Ciência e sociedade em
transformação

Foundations of User Experience
(UX) Design

A Transformação Digital da Dell
Technologies

Kaigi Lean

UX Design Process: Empathize,
Define, and Ideate

Luiz Meneghel

UX UI Designer.

São José, Santa Catarina, Brazil

Summary

With over 15 years of experience, I began my journey as an
illustrator and graphic designer for virtual learning environments,
eventually transitioning into UI development for these platforms. In
recent years, I have specialized in UX/UI with a focus on Data-Based
Design, deepening my knowledge in data analysis and strategically
applying it to technology companies.

I have worked with fintechs on payment method projects, and I am
currently in the healthcare industry as a Senior Designer focused on
Growth and the integration of AI into the user journey. My role covers
everything from collecting and analyzing data on active users and
target customers to delivering high-fidelity prototypes.

Additionally, for four years, I led three design and illustration teams,
managing creative and strategic processes to ensure impactful, data-
driven experiences.

Experience

Essentia Technologies
Senior UX UI Designer
August 2020 - Present (4 years 8 months)
Brazil

UX/UI Design for Healthcare Software: Specializing in creating solutions for
doctors and nutritionists, I have developed products such as the Easy Health
software and the Easy Patient app, as well as a range of complementary tools.
These include the implementation of AI to support medical consultations,
financial planning tools for clinics, e-commerce platforms for injectable and
compounded medications, and numerous other tools related to medical care
and clinical management.

Freelancer
Designer UX UI
February 2020 - August 2020 (7 months)

Usability tests, data analysis, user and costumer jorney, card sorting, prototyping and style guides creation.

DTCom
Web Designer and Illustrator
August 2016 - January 2020 (3 years 6 months)
Florianópolis

Designing user interfaces for E-Learning.

Illustrator for books and digital mídia, including characters, backgrounds and anatomy drawings.

Management of the design and illustrations team, including company staff, interns and freelancers.

SENAI SC
Web Designer and Illustrator
February 2010 - August 2016 (6 years 7 months)
Florianópolis

Started as illustrator making characters, backgrounds, diagrams and more, for printed and digital medias. In 2013 begin to work as graphic designer and web designer with focus on introducing gamefication tools on our tools.
From this point I managed the illustration and the design team, and created style guides, user interfaces and illustrations for e-learning.

Quadra Comunicação
Intern in art direction for marketing
January 2009 - July 2009 (7 months)
Florianópolis

Creation of banners and posters for Marketing Campaigns.

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Education

Univali
Post Graduation, Interaction Design, UX and UI · (February 2019 - April 2021)

UNISUL
Graduation, Design · (2004 - 2008)