

LUCIANA JUNQUEIRA, MS, MBA

Los Angeles, CA

[LinkedIn](#) | [Portfolio](#) | [GitHub](#) | [Tableau Public](#)

Product Designer | Business Intelligence | Business Analyst | Data Visualization

Product Designer with 15+ years of experience in UX/UI and digital systems and 8+ years in data visualization and business intelligence. I specialize in transforming complex data and business processes into clear, scalable tools, dashboards, reports, and platforms that support decision-making and measurable outcomes.

SKILLS

Product Design: UX Design, Wireframing, Prototyping, Design Systems, Accessibility, Design Thinking.

Analytics & Insights: Data Visualization, BI, Dashboard, KPI, Data Analysis

Strategy: Agile, Product Discovery, Workflow Mapping, SaaS, Requirements, Documentation.

Tools: Figma, InDesign, Illustrator, Miro, Tableau, Power BI, Jira, Confluence, Python, SQL, D3, AWS, HTML/CSS

BUSINESS EXPERIENCE

Multiple Contracts, Los Angeles, California, **2023 - 2025**

Product Designer | Data Visualization Specialist

Delivered product, data, and editorial design across multiple freelance projects.

- Built a Tableau-based platform and 500+ page reporting system for **Cultura nas Capitais**, a nationwide cultural survey (19,500 participants across 27 Brazilian capitals) funded by the Brazilian government. Designed visual narratives in Tableau and PowerPoint to support cultural investment strategy and policy decisions.
- Developed a journey map for **MasterBrand's** kitchen renovation customer experience. Designed DEI reporting systems for **Proskauer Rose** and authored a public policy report on inclusive hiring for **IWSI America**.

MJV Technology & Innovation, Rio de Janeiro, Brazil, **2020 - 2022**

Program Manager | Data Visualization Lead

Co-managed 30+ engineers, data scientists, developers, and designers, reporting directly to the CTO. Helped grow the Data Science Lab by 400% through strategic alignment and delivery.

- **IFF:** Designed ERP front-end scenario planning tools and dashboards with 50+ KPIs; co-produced executive weekly project reports for supply chain executives and company directors.
- **Mercedes-Benz Financial Services:** Managed a credit analysis ML project; designed a model monitoring dashboard for model tuning.
- **Alelo Financial Services:** Led a 35TB migration from SAS to AWS Cloud; documented 120+ processes in Confluence for knowledge transfer and training.

Tabaruba Design, Rio de Janeiro, Brazil, **2003 - 2019**

Founder | Creative Director

- Delivered UX, editorial systems, and data storytelling for Coca-Cola, L'Oréal, FGV, and Petrobras.
- Led Brazil's first full-feature iPad-native magazine and created dashboards and a 200-page report for a public-sector cultural survey (10,000 interviews; 4M+ data points) used to guide policy and public funding.

EDUCATION

- MS, Communication Design – Pratt Institute
- MBA, Knowledge Mgmt & BI – UFRJ
- Certificate, Data Science – Santa Monica College
- BS, Industrial Design – Belas Artes de São Paulo