

LUCIANA JUNQUEIRA, MS, MBA

Los Angeles, CA

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

Product Designer | Data Strategy Consultant | Quantitative Research Analyst | Qualitative Design Research

Senior Product Designer with 15+ years of experience in tech, merging user needs with business goals and 9 years in data analysis. I specialize in transforming complexity into intuitive tools. From discovery through delivery, I focus on strategy and public impact, combining product design, reporting, analytics, critical thinking, and storytelling to help teams build systems that drive clarity and informed decision-making. From large-scale surveys to business intelligence platforms, I bring structure to ambiguity.

SKILLS

Research: Survey Design, Quantitative Analysis, Qualitative Analysis. **Strategy:** Product Discovery, Workflow, Mapping, Requirements, Agile, SaaS, Documentation, Reporting. **Product Design:** UX, Wireframing, Prototyping, Design Systems, Accessibility, Interaction Design, Human-Centered Design, Service Design. **Data Visualization:** Data Analysis, BI, Dashboards, KPI, Data Dictionary, Data Modeling, Storytelling. **Tools:** Figma, Miro, InDesign, Illustrator, Jira, Confluence, HTML/CSS, Tableau, Power BI, D3, Excel, SQL, Python, AWS, GitHub.

BUSINESS EXPERIENCE

Multiple Contracts, Los Angeles, California

Dec 2022 — April 2025

Product Designer | Data Visualization Specialist

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

- **Cultura nas Capitais:** Served as Quantitative Research Analyst and Data Visualization Lead for a nationwide cultural survey funded by the Brazilian government (19,500 participants, 27 capitals). Built an interactive Tableau platform, developed data modeling and ETL, and designed a reporting system spanning 500+ pages. Translated survey data into clear visual narratives to inform public policy and guide cultural investment strategy.
- **MasterBrand:** Designed an interactive end-to-end customer journey map in Figma from qualitative research, aligning user emotion and purchase behavior across six phases.
- **Proskauer Rose** and **IWSI America:** Designed policy and DEI reports combining editorial structure, brand alignment, and content hierarchy. Focused on research synthesis, narrative clarity, and communication.

These engagements reflect my ability to turn complex inputs, whether qualitative, quantitative, or strategic, into intuitive tools that support communication, decision-making, and impact.

MJV Technology & Innovation, Rio de Janeiro, Brazil

Feb 2020 — Aug 2022

Program Manager | Data Visualization Lead

Co-managed a multidisciplinary team of data scientists, engineers, developers, and designers within the Data Science Lab. Reported directly to the CTO and helped drive 400% program growth over three years by training and aligning teams and delivering complex B2B analytics and research solutions.

International Flavors & Fragrances (IFF)

- **Product Design & Reporting:** Led the front-end design of an ERP simulation platform used across nine factories to optimize 4,000 products, contributing to a projected \$10M profit increase in six months.
- **Data Insights:** Delivered 15 dashboards with 50+ KPIs for scenario planning and AI model optimization.
- **Service Design:** Co-led a two-month discovery phase; documented business rules and translated them into clear technical requirements for engineering and developers teams.
- **Executive Communication:** Co-produced weekly performance reports and insights for supply chain leadership and senior stakeholders.

Mercedes-Benz Financial Services

- **ML Product Design:** Led the development of a credit analysis system powered by 12 machine learning models, reducing manual workload and increasing processing capacity by 50%.
- **Monitoring & Insights:** Designed a dashboard interface for tuning model performance thresholds, enabling proactive risk management and continuous improvement.

Alelo (Prepaid Corporate Card Services)

- **Platform Migration & Governance:** Led the migration of 35TB from SAS to AWS Cloud, increasing performance (+20%), security (+50%), and governance (+80%). Oversaw delivery using Jira.
- **Knowledge Management:** Documented 120 business processes in Confluence to support compliance, training, and operational continuity.

**Tabaruba Design, Rio de Janeiro, Brazil,
Founder | Strategic Design & Research Lead**

Mar 2003 — Jan 2020

Founded and led a studio focused on research-based design and communication strategy. Served clients across corporate, academic, and nonprofit sectors, including Coca-Cola, L’Oréal, Petrobras, FGV, and UC Davis. Built long-term partnerships with an average client lifetime of 6+ years and 84% retention.

- **Product & Experience Design:** Directed 50+ digital and print initiatives, including Brazil’s first iPad-native magazine and multi-channel branding systems, in collaboration with cross-functional teams.
- **Data Storytelling & Survey:** Designed 16 dashboards and a 200-page report for Cultura nas Capitais, visualizing insights from 10,000 interviews and 4M+ data points on cultural access and education across Brazil.
- **Strategic Communication:** Led internal communications for Coca-Cola Brasil’s Olympic Taskforce and developed scalable editorial systems for national media and nonprofit platforms.

**Multiple Contracts, New York, NY
Senior Designer | Art Director**

Jan 1999 — Feb 2003

- Worked with top publishing houses (Time Inc., Hearst, Ziff Davis, Hachette Filipacchi) on editorial design for 15+ national titles, including Yahoo!, Bazaar, and The Oprah Magazine, modernizing information design.

ADDITIONAL EXPERIENCE

Visualização de Dados e Design no Brasil

2023

Contributing Author: Wrote a published chapter on the role of information designers in business strategy, sharing methods for applying data visualization and design thinking in organizational contexts.

**MJV Technology & Innovation
Design Instructor | Data Science School**

Dec 2020 — Aug 2022

- **Teaching:** Developed and taught three live courses on information design and data visualization, delivered in Portuguese and English. Trained data science students in core design principles to strengthen their data storytelling skills.

EDUCATION

- MBA in Knowledge Management and Business Intelligence UFRJ, Brazil, **2021-2022**
- Master of Science in Communication Design Pratt Institute, New York, NY, US, **1996-1999**
- Data Science Certificate Santa Monica College, Santa Monica, CA, US, **2024-In Progress**
- Bachelor of Science in Industrial Design Belas Artes de São Paulo, Brazil, **1991-1995**