

LUCIANA JUNQUEIRA

Los Angeles, CA

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Product Designer | Enterprise SaaS | AI & Analytics | Complex B2B Systems

Senior Product Designer with expertise in enterprise SaaS and complex B2B systems. I design workflow-intensive platforms that translate business rules, AI models, and regulatory requirements into scalable decision-support products. Experienced in AI-enabled systems, analytics environments, and delivering production-level platforms for financial services and manufacturing.

CORE SKILLS

Product Design: Enterprise SaaS, UX/UI, Interaction Design, Information Architecture, Workflow Design, Design Systems, Accessibility (WCAG)

AI & Analytics: AI Product Design, Business Intelligence, KPI Frameworks, Dashboard Architecture, Data Modeling

Systems & Delivery: Requirements Analysis, Product Discovery, Cross-functional Collaboration, Documentation

Tools: Figma, Jira, Confluence, Tableau, Power BI, ArcGIS, SQL, Python, R

BUSINESS EXPERIENCE

Principal Product Designer

Blu Data & Design, Los Angeles, CA, Dec 2022 — Present

Lead a product design and analytics consultancy delivering decision-support systems and structured reporting frameworks for complex institutional environments.

- Designed analytics and reporting systems for **Cultura nas Capitais** (27 capitals, 19,500 respondents), structuring data models, dashboards, and multi-layered reporting frameworks to support public policy and cultural investment decisions.
- Developed governance and executive reporting frameworks for **Proskauer Rose LLP**, integrating institutional metrics and DEI initiatives into structured, data-informed communication systems.
- Translated research datasets into structured journey architecture for **MasterBrand**, aligning behavioral insights with product and marketing strategies.

Focus areas include analytics-driven product thinking, structured workflows, and enterprise-level information architecture.

Senior Product Designer

MJV Technology & Innovation, Feb 2020 — Aug 2022

Led product design for enterprise AI and analytics platforms in manufacturing and financial services. Converted AI models, optimization algorithms, and complex business rules into scalable production systems.

IFF — AI-Powered Optimization System

- Led discovery and front-end system architecture for an enterprise SaaS optimization platform deployed across 9 manufacturing sites.
- Structured scenario logic, KPI frameworks, and workflow architecture.
- Reduced scenario creation time by 80%; contributed to projected \$10M profit increase.

Mercedes-Benz Financial Services — AI / ML Credit System

- Led a cross-functional initiative to automate credit decision processes with machine learning models.
- Translated regulatory and business logic into functional workflows.
- Designed a monitoring interface for threshold tuning and model evaluation.
- Increased automated processing capacity by 50%; approved by Mercedes-Benz Germany.

- **Alelo — Enterprise Data Migration (SAS → AWS)**

- Led the redesign of over 130 operational workflows during the migration of 35TB of regulated financial data.
- Extracted and restructured legacy business rules into a scalable architecture.
- Improved performance (+20%), security (+50%), and governance visibility (+80%).

Co-Founder & Head of Product Design

Tabaruba Design — Digital Products & Information Systems

Mar 2003 – Jan 2020

Founded and led a product-focused design studio delivering complex digital platforms and analytics systems for enterprise and institutional clients, including Coca-Cola, Petrobras, L'Oréal, and FGV.

- Led multi-year enterprise reporting and governance systems for Petrobras.
- Delivered over 30 digital platforms, including dashboards, CMS systems, and interactive tools.
- Built cross-functional teams that integrated design, engineering, and research.
- Established analytics and data visualization capabilities to support large-scale research initiatives.

LEADERSHIP & EDUCATION

Design Instructor — Data Science School, MJV

Trained data science professionals in information design and data storytelling techniques.

MS, Communication Design — Pratt Institute

MBA, Knowledge Management & Business Intelligence — UFRJ

Data Science Certificate (In Progress) — Santa Monica College