

LUCIANA JUNQUEIRA

Los Angeles, CA

Design Director | Information Design & Brand Strategy

Design Director with twenty years of experience leading teams in visual design, brand systems, and information design. I guide the creation of dashboards, reports, frameworks, brand expression, and the stories that connect them. For seventeen years, I directed a design studio serving clients like Coca-Cola, Petrobras, L'Oréal, and FGV. Later, I co-managed the Data Science Lab at MJV Technology & Innovation, growing the team from 8 to 50 across design, engineering, and data science, and worked with Fortune 500 clients such as Mercedes-Benz Financial Services, IFF, and Danone. I am based in Los Angeles and hold a Green Card.

SKILLS

Design: Strategy, leadership, hiring, mentoring, visual design, brand, design systems, typography, and art direction.

Analytics: Information design, dashboards, KPIs, business intelligence, survey design.

AI: Designing AI-assisted workflows for research, brainstorming, and production. Building custom agents and prototypes for design and analytics tasks. Working with human-in-the-loop methods.

Tools: Figma, Adobe Creative Suite, Tableau, Power BI, Miro, Python, R, SQL.

EXPERIENCE

Design Director

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

Lead design studio powered by AI-assisted workflows for brand strategy, research, and analysis. Work combines visual design, reports, information design, and decision-support systems, produced in close collaboration with clients.

- **Cultura nas Capitais (Federal Government of Brazil):** Designed the analytics and reporting system for Brazil's largest cultural engagement survey. 27 capitals, 19,500 respondents, ~500 data points per respondent. Built data models, dashboards, and multi-layered reporting frameworks that informed policy makers and the market.
- **Proskauer Rose LLP:** Developed a report integrating institutional metrics and DEI initiatives into a structured communication system for firm leadership.
- **MasterBrand:** Translated qualitative research into a structured customer journey map in Figma, aligning behavioral insights with product and marketing strategy.

Program Manager & Data Visualization Lead

MJV Technology & Innovation, Remote, Feb 2020 — Aug 2022

Co-managed the Data Science Lab of MJV, a 1,200-person Brazilian innovation consultancy serving Fortune 500 clients. Reported to the CTO and partnered with the head of data science. Over two and a half years, the Lab grew from 8 to 50 people across service design, data visualization, software engineering, data science, and data engineering. Ran team operations, business development, project budgeting, and performance reviews for 10+ concurrent client engagements.

- **IFF (International Flavors & Fragrances)**

Data Visualization Lead on an AI-powered optimization platform for production planning across 9 manufacturing sites, recommended by McKinsey's prior assessment as the path to a projected \$10M profit increase within six months. Designed the scenario comparison interface and logic that lets supply chain, finance, and marketing teams evaluate production scenarios against an optimization model encoding the company's business rules and contracting commitments. Reduced scenario creation time from 5 days to 1 day (80% reduction).

- **Mercedes-Benz Financial Services** Project Manager and dashboard designer on a ML credit decision system. Led a team of four (3 data scientists and one engineer) to translate regulatory and business logic into a production AI/ML workflow. Designed the threshold-monitoring interface. Approved by Mercedes-Benz Germany ahead of schedule. The system automated 50% of the credit analysis previously done by human analysts.
- **Alelo Financial Services** Project Manager on the migration of 35TB of regulated financial data from legacy SAS systems to AWS. Led the redesign of 130+ operational workflows. Improved performance through code cleanup and cloud migration; strengthened governance through workflow documentation.
- Other engagements: Credicitrus Bank, Coca-Cola, Danone, JotaBasso, Moura, Winsocial.

Design Director & Co-Founder

Tabaruba Design, Rio de Janeiro, 2003 – 2020

Directed a design studio for seventeen years, serving enterprise and institutional clients including Coca-Cola, Petrobras, L'Oréal, and FGV. Built and led teams across design, engineering, and research. Delivered 30+ digital initiatives ranging from dashboards and CMS platforms to mobile applications, interactive publications, newspapers, and books.

- **Petrobras:** Multi-year engagement designing corporate digital, printing, and reporting systems, with financial performance, operational results, and sustainability projects
- **Coca-Cola Brasil:** Led experience and communication initiatives, including the Olympic Taskforce products and internal engagement platforms.
- Established the studio's data visualization and analytics capability, leading research-driven projects including large-scale cultural surveys.
- Built long-term client relationships at the executive level, with multi-year retainers from government agencies, cultural institutions, and global brands.

Art Director & Designer

New York, 1999 – 2003

Redefined visual aesthetics for major NYC publications, including Time, Hachette Filipacchi, Gruner + Jahr, Ziff Davis, and Hearst.

TEACHING & EDUCATION

Design Instructor — Data Science School, MJV

Taught information design and data storytelling to external data professionals enrolled in MJV's continuing education program.

MS, Communication Design — Pratt Institute

MBA, Knowledge Management & Business Intelligence — UFRJ/COPPE

Data Analyst Certificate (In Progress) — Santa Monica College