LUCIANA JUNQUEIRA
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Senior Data Visualization Designer | Data Product Design | Information Design | Dashboards | UX Design
Senior data visualization designer with 20 years of experience creating data stories and interactive dashboards for clients in enterprise, finance, government, manufacturing, and research. I own every step from dataset to final design, reading the data to find insights and choosing visuals based on the decisions they support. For complex projects, I lead teams of designers, data scientists, and engineers. I work closely with stakeholders, guide the discovery process, and stay involved through delivery. Recent work includes executive Power BI dashboards for a Fortune 500 consumer goods company, an AI-powered optimization platform serving 9 manufacturing sites for an S&P 500 company, and the reporting system for Brazil's largest cultural engagement survey. Green Card holder.

SKILLS

Data Visualization & Analytics: Information design, data visualization, dashboards, data storytelling, executive reporting, business intelligence, survey analysis, accessibility, Google Analytics
Tools: Tableau, Power BI, Figma, SQL, Python, R, Adobe Creative Suite, Miro, Jira
AI & Automation: AI-assisted design workflows and custom agent development
Leadership: Team leadership, design strategy, mentoring, design handoff, project management

EXPERIENCE

Senior Data Visualization Designer
Blu Data & Design, Los Angeles, CA, Dec 2022 – Present
Led design for institutional and enterprise clients, building decision-support systems like interactive dashboards, reports, analytics interfaces, and presentations.

- **BroadPoint Group:**
  > Fortune 500 consumer goods company: Designed four executive Power BI dashboards for decision-making by the senior leadership team. Owned design direction, information hierarchy, and developer handoff specs. About 90% of design proposals accepted.
  > Home products manufacturer: Turned qualitative research into a customer journey map in Figma, connecting behavioral insights to product and marketing strategy.
- **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 each. Built data models, dashboards, and multi-layered reporting frameworks that informed national cultural policy and market.
- **Proskauer Rose LLP:** Designed a report integrating institutional metrics and DEI initiatives into a structured communication system for firm leadership.

Data Visualization Lead & Program Manager
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 and performance reviews for the Lab, and led business development and project budgeting across 10+ concurrent client engagements.

- **IFF (International Flavors & Fragrances):** Led data visualization for an AI-powered optimization platform serving 9 manufacturing sites, part of a McKinsey-recommended initiative projecting a $10M profit increase within six months. Designed the scenario comparison interface, enabling supply chain, finance, and marketing to evaluate production scenarios against an optimization model encoding business rules and contracting commitments. Reduced planning time from 5 days to 1 day.
- **Mercedes-Benz Financial Services:** Led a cross-functional team of 4 (3 data scientists, 1 engineer) to design and ship an ML credit decision system. Translated regulatory and business logic into a production AI/ML workflow. Designed the threshold-monitoring interface. Approved by Mercedes-Benz Germany ahead of schedule; automated 50% of credit analysis workload.
- **Alelo Financial Services:** Led migration of 35TB of regulated financial data from legacy SAS systems to AWS, redesigning 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 and print reporting systems, with financial performance, operational results, and sustainability projects.
- **Coca-Cola Brasil:** Led experience design and communication initiatives, including Olympic Taskforce products and internal engagement platforms.
- Built the studio's data visualization and analytics practice from the ground up, 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
Art directed visual redesigns 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 – Santa Monica College