

Contact

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Top Skills

Team Leadership
User Interface Design
Facilitation

Languages

Português (Native or Bilingual)
Italiano (Elementary)
Inglês (Professional Working)

Certifications

EF SET English Certificate (C1
Advanced)
Design Leadership
Product Discovery
UX Research & Strategy
Innovation Leadership Program

Raiana Comiran

Senior UX/UI Designer | UX Researcher | PSU | Startup Weekend
Mentor | Innovation | Design Professor
Auckland, Auckland, New Zealand

Summary

Hello, I'm Rai. With 11 years of experience in the field, I specialize in crafting amazing user experiences and high-value solutions for businesses through innovation! :D

I genuinely enjoy grasping people's problems and providing practical solutions to save time and bring more ease to life. To achieve this, my focus lies in delivering significant outcomes, contributing to building incredible teams, and swiftly adapting to new learning experiences.

I've also taken on roles as a mentor and organizer for innovation events like Startup Weekend, served as a design instructor at Senac-SC, led teams and managed projects within the Chapecó incubator, and worked with both traditional companies and startups. Currently, I work as a UX and UI design consultant.

I'm all about connecting with new folks and hearing fresh perspectives. Feel free to get in touch, and let's have a chat about technology, design, research, innovation, or games [all kinds, but I'm particularly fond of Magic: The Gathering] :D

Technical Skills

- > Validation
- > User journey mapping
- > Prototyping
- > Research
- > MVP development
- > Design thinking
- > Design sprint
- > Service design

Experience

Compass.uol

Senior UX Designer [Telefônica | Vivo]

April 2022 - Present (1 year 5 months)

Engagement in the quality squad, facilitating understanding of needs, goals, and priorities. Designing experiences within the Vivo app for over 10 million users. Continuously mapping pain points and opportunities to enhance the Vivo app experience using quantitative and qualitative data. Serving as a UX culture advocate, innovation driver, and enhancer of internal team processes.

Accountable for aligning business objectives and user needs, bridging stakeholders with insights gathered from tests and research.

Activities at Compass's UX Studio:

>>Active contribution to the North Star framework [internal research tool], collaborating with major clients like Itaú and Natura.

>>Leading and mentoring teams.

Tools used:

Figma, Lookback, Miro, Notion, InVision

Senac Santa Catarina

Professora de design

April 2022 - Present (1 year 5 months)

Chapecó, Santa Catarina, Brasil

Nibble Tecnologia

1 year

Product Designer

January 2022 - March 2022 (3 months)

Placing over 10 thousand user individuals at the core of the company's business strategy. Crafting UX and innovation processes, spreading UX culture and knowledge through workshops, facilitation, mentoring, and conversations. Producing valuable deliverables throughout the discovery and delivery phases.

UX/UI Designer

April 2021 - January 2022 (10 months)

Angellira Rastreamento Satelital

UX Designer

October 2020 - April 2021 (7 months)

Designer in charge of the marketing and experience department at Angellira, the largest logistics company in Latin America. Responsible for enhancing customer experience by developing marketing, growth, and sales processes. Simplifying and making the partner platform experiences, such as Petrobras and Samsung, more intuitive and user-friendly.

Renovigi - Energia Solar

Designer

January 2020 - October 2020 (10 months)

Marketing Team Designer

- Facilitating ideation and co-creation workshops.
- Responsible for designing and disseminating Renovigi's branding.
- Creating visual identity and internal/external communication, both in print and digital formats.
- Planning and executing visual identity for advertising campaigns.
- Developing and overseeing internal projects, including persona creation, brand DNA, and process improvements with a user experience focus.
- Collaborating on internal marketing projects with the People Management team.
- Collaborating on interface design with the technology team.

To Rocket Estratégia e Design

CEO e UX Designer

January 2016 - January 2019 (3 years 1 month)

Chapecó, Santa Catarina, Brasil

My strategy and design company was incubated at the Chapecó Technological Incubator. With a focus on business models, user experience, and interface design for all incubated companies, startups, and innovative enterprises. I've had experience leading teams and coordinating freelancers to meet project demands.

BeatsCode

UX Designer

2015 - 2016 (1 year)

Chapecó Area, Brazil

Responsável por toda a área de design, com a missão de entregar soluções inovadoras para o gerenciamento de times de futebol.

Incubadora Tecnológica da Unochapecó

Designer
2014 - 2015 (1 year)

Education

Centro Universitário de Tecnologia de Curitiba - UNIFATEC
Master of Business Administration - MBA, UX Research, Operações de
Pesquisa e Liderança em Design · (January 2022 - June 2023)

Unochapecó - Universidade Comunitária da Região de Chapecó
Pós Graduação, Branding - Gestão de Marcas

Unochapecó - Universidade Comunitária da Região de Chapecó
Bacharel em Design Visual · (February 2014 - December 2016)

Universidade de Passo Fundo
Bachelor of Technology (B.Tech.), Graphic Design · (2010 - 2012)