



LUCAS Q. LOPES
Senior Product Designer

Contact

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Fields of Interest

UX Strategy
Experience Architecture
Interaction Design
UX Research
API Design
Leadership
Collaboration
Accessibility
Design Processes
Design Systems
Design Ops

In my Toolbox

User & Stakeholder Interviews
Rapid Prototyping
Experience Mapping
Service Blueprinting
UX Design
Content Mapping
User Story Mapping
UX Coreography
UI Design

Experienced Brazil-based product designer with a passion for the intersection of growth and sustainability. With a strong focus on sustainable growth and human-centric practices, I work to deliver high-impact, scalable solutions that drive business growth while also promoting human-centered, outcome-driven approaches that infuse business with user insights, collaboration, and more informed decision-making.

Professional Experience

Senior Product Designer @ Bridge Management Technologies
2022 – Now

Leading the design direction and execution of a strategic target management platform. Actively engaged in conducting in-depth design research to understand challenges faced by target management professionals, leveraging insights to inform strategic decisions. Collaborating closely with product and development to translate user needs into user interfaces. Additionally, playing a crucial role in establishing the design practice in the organization and exploring AI opportunities on collaborative knowledge building and strategic target management.

Product Design Lead @ Wunderman Thompson Technology
2021 – 2022

As a Product Design Lead, took on the challenge of elevating the design practice and leveraging collaboration between design, engineering, and business at the organization level. Led product discovery processes with multiple clients.

UX Strategist → Product Design Lead @ POSSIBLE (Brazil)
2017 – 2021

As a UX Strategist, led research, design, and implementation of digital products for clients in healthcare, finance, telecom, and other industries.

Later, as Product Design Lead, became responsible for driving experience design initiatives and leading work from discovery to implementation for multiple clients at once. Beyond client-facing responsibilities, also played a crucial role in fostering adoption of best practices in internal teams, collaborating closely with development and project management to establish shared standardized processes, conducting training sessions on user-centered design principles and methods, and facilitating cross-functional collaboration, helping elevate the quality of product design output while also enhancing overall team effectiveness.

UX Designer @ Prodigious BR (formerly AG2 Nurun)
2015 – 2017

Worked with UX research, architecture, and design for digital products such as apps and websites for brands like Nestlé, Bradesco, and Vale. Developed skills in rapid prototyping for concept validation, information architecture, systems thinking, usability testing and interaction design.

Education

BA Graphic Design @ Universidade Federal de Pelotas (UFPel)
Pelotas, Brazil. 2011-2017.

Communication Design + ISMA @ Emily Carr University of Arts+Design (ECUAD)
Vancouver, Canada. 2013-2014. SWB Exchange Program Scholarship.

MBA UX Design & Beyond @ PUCRS (Brazil)
Brazil. 2021-2022. Final grade: 10.