



# Luiza Kuster

## Product Designer

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A rewarding 7+years path learning and growing in the financial sector, used to work in high-paced environment with multi-disciplinary responsibilities.

My previous experiences dealing with client relationships, sales and negotiation helped me to develop strong negotiation, organization and interpersonal skills with a sensitive and analytic vision on products and clients. In order to pursue a career that could have a greater social impact I focus on learning methodologies and strategies for digital products.

Currently developing product and design strategies to build an innovative marketplace platform and generate an expressive impact on revenue and growth.

## 1 WORKING EXPERIENCE

### Product Designer

Vetfy | São Paulo

Ago 19 – currently

- A marketplace for veterinary home appointments. Based on User Research and Design Thinking methodologies developed the UX Strategy and the UI of the new Website/APP. Worked on planning, prioritizing and executing new features with Development team. Also managed communication, social medias and contribute for the growth strategy.

### Product Design Project

Ironhack Lisboa

May 19 – Jul 19

- Final Project - Responsive mobile marketplace APP for pet's adoption. Based on User Centered Design methodologies the project was developed going through all the stages of the Design Thinking process. The final outcome was an animated Hi-Fidelity prototype with brand book and style guide.

### Project and Administrative Manager

Sotransil SA | Lisbon

Jul 18 – Jun 19

- Responsible for coordination and management of projects at a group of 12 companies with tourism-real estate projects in the Algarve, Portugal. Direction and supervision of all operations and teams. Administrative and financial manager.

### Settlement Analyst

BNP Paribas | Lisbon

Dec 17 – Jul 18

- Support fixed income sales and traders on settlements for various products. Contact point ensuring communication between trading desk, counterparties and accounting systems to settle daily trades, position and cash reconciliation.

### Founder & Product

Mind Motion Lab | Barcelona

Dec 16 – Dec 17

- Founding Partner of a print studio dedicated to developing prints, patterns and interior design items sold in Europe and Israel. Responsible for the strategie, finance and business.

### Junior Banker - Wealth Managment

BTG Pactual | São Paulo

Oct 12 – Jun 16

- Started as an Investor Relations Analyst developing reports and marketing materials for investment funds. Moved to Relationship Management as a Junior Banker of high net worth individuals, financial advisory and multi asset class trading support. Advising the top 15 partners and 2 Senior Bankers with an average portfolio of USD 1.6Bi.

## 2 EDUCATION



From May2019 to Jul2019

Ironhack | Lisbon

UX/UI Design full time Intensive nine-weeks bootcamp



From 2008 to 2013

Universidade Federal do Rio de Janeiro – UFRJ | Brazil

Bachelor's Degree in Business with focus in Finance

## 3 SKILL SETS

### Skills

Business Strategy  
Project Management  
Analysis  
Sales  
Negotiation  
Communication  
Organization  
Team work

### Knowledge

Design Thinking  
User Research  
Human Centered Design  
Wireframing  
User Testing  
Information Architecture  
Interaction Design  
Prototyping  
Responsive Web Design

### Tools

Sketch  
Invision  
Principle  
Zeplin  
Figma  
HTML + CSS

## 4 LANGUAGES

Portuguese  
Native Speaker

English  
Fluent proficiency

Spanish  
Advanced proficiency

French  
Elementary proficiency

## 5 ADDITIONAL INFORMATION

- Design Thinking for Business Innovation Intensive course at EDIT - Lisbon Mar 19 - May 19
- Enterprise Valuation at Inesper São Paulo, Brazil Apr 14
- Business English at Miami University Miami, USA Sep 10 - Jan 11
- Voluntary Work at Dog Shelter Barcelona and Lisbon Jun 16 - Jul 19