LIANA RÉQUIA

PRODUCT DESIGNER

Portfolio

in/lianarequia

+55 61 99692 0507

lianarequia@gmail.com

Product, Service and UX Designer with extensive experience in creating innovative solutions that align user needs with business objectives.

Proven track record in leading companies such as IBM and Africa, in addition to success in independent projects at The Jornê. Skills encompass user research, prototyping, interaction design, branding, workshop facilitation and usability testing, always focusing on measurable results and positive impact.

RELEVANT EXPERIENCES

THE JORNÊ | DESIGN CONSULTANT

OCT 2023 | CURRENT | Remote

After working as an experience designer and strategist on projects for large clients in the innovation, food and beverage sector, today my focus is on bringing more strategic communication to lifestyle brands: accommodation, fashion, well-being, food and beverage. Through service design, branding and communication, I help brands build a more solid and authentic positioning to create an impact with their guests and customers.

IBM | DESIGN CONSULTANT

FEV 2022 | OCT 2023 | Remote

Responsible for designing experiences and services for projects in the innovation, telecommunications, financial and oil industries. Execution of research, strategy, journey design, facilitation workshop and interface design, always focusing on the connection between business and user needs. Direct contribution to the definition of scope for innovation projects, research and definition and related specific applications.

ÁFRICA AGENCY | PRODUCT DESIGNER

NOV 2020 | JAN 2022 | Remote

Development of projects focused on innovation for clients such as Sadia, Vivo, Budweiser, Qualy, Heinz and Qsaúde. I developed wireframes, user journeys, benchmarking, heuristic analysis and usability tests, in addition to actively collaborating with the development of interfaces and maintaining styleguides. I was responsible for presenting to stakeholders and project managers. I was able to contribute to the implementation of UX processes within the agency.

NEOTIX | PRODUCT DESIGNER

JUN 2021 | JUL 2021| Remote

Development of navigation flows and screens for the Na Praia food delivery application. Validation of flows for Banco Pan website.

HELPY | PRODUCT DESIGNER

JAN 2020 | MAR 2020| Freelancer

App development for a startup focused on online appointments with doctors. I developed Benchmarking, wireframes, userflows and interface design.

EIXO DIGITAL AGENCY | HEAD OF DESIGN

DEC 2018 | OCT 2020 | Brasília

I was the leader of the design team, managing the team and associated projects. I collaborated in the development of landing pages and websites focused on conversion, as well as the development of innovation projects within the agency, where I was able to facilitate workshops and apply the best usability practices.

GAUGE | UX RESEARCHER

JUN 2020 | JUL 2020 | Remote

Development of research, script and moderation of usability testing for Meu Vivo Empresa. Development of research report and presentation to stakeholders.

EBTKAR | GRAPHIC DESIGNER

AUG 2018 | NOV 2018 | Egypt

Development of branding campaigns and projects for relevant clients within the Egyptian market. Development of presentations and relationship with stakeholders.

LIANA RÉQUIA

PRODUCT DESIGNER

🌐 **Portfólio**

in/lianarequia

📞 +55 61 99692 0507

✉ lianarequia@gmail.com

EDUCATION

UNB | BACHELOR'S DEGREE IN ADVERTISING AND PUBLICITY

2017 | 2022 | University of Brasília

Bachelor's degree in advertising and publicity from the University of Brasília

CERTIFICATIONS

ENTERPRISE DESIGN THINKING PRACTIONER

IBM | 2022

IBM GARAGE ESSENTIALS

IBM | 2022

SERVICE DESIGN: IMPROVE USER EXPERIENCE

DOMESTIKA | 2019 | 2019

DESIGN CIRCUIT: UX METHODOLOGY

DESIGN CIRCUIT | 2019 | 2019

HELLO DESIGN THINKING IDEO

IDEO| 2020 | 2020

DIGITAL MARKETING NANODEGREE UDACITY

UDACITY | 2018 | 2019

TOOLS

Figma	XD	Hotjar	Asana
Notion	Photoshop	Usabilityhub	Monday
Invision	Illustrator	Usertesting.com	Google Suite
Marvel	Analytics	Jira	
Miro	Typeform	Zeplin	

HABILITIES

User Journey	Wireframes	Design critique sessions
Userflows	Prototipation	Benchmarking
Persona	Styleguide	Agile
User Testing	Information Architecture	Team management
Survey	Usability Canva	Design Research
A/B Testing	Workshop facilitation	Scrum

LANGUAGES

Advanced English   Basic French   Basic Spanish

EXTRAS

Creation of a fashion ecommerce as a platform to experiment with usability and business strategies.

Creation of an ebook focused on entrepreneurship and business management for small businesses, teaching about UX, design principles and branding.