



# Janayna Velozo

SERVICE DESIGN STRATEGIST  
& PRODUCT DESIGNER (UX/UI)

## CONTACT



+55 81 995 080 123



janayna.mail@protonmail.com



Recife, PE, Brazil



[www.linkedin.com/janaynavelozo](https://www.linkedin.com/janaynavelozo)



[www.medium.com/@janaynavelozo](https://www.medium.com/@janaynavelozo)



[www.janavelozo.com](http://www.janavelozo.com)

## SOFT SKILLS

- | Team oriented, creative, reliable, responsible, committed, proactive, flexible and cooperative
- | A clear communicator, active listener and continuous learner
- | Strategic and analytical thinking, with the ability to solve problems and provide training, direction and support to external & internal teams
- | Strong leadership, attention to detail & blunt decision-making skills, with the ability to balance conflicting interests
- | Ability to remain calm under pressure and handle multiple needs simultaneously, meet deadlines, deal with changing priorities and crisis situations

## HARD SKILLS

- | Adobe Creative Suite (+ Adobe XD)
- | Axure, UXPin, Figma, Invision, Origami
- | Mockflow, Sketch, Balsamiq
- | Basic HTML & CSS
- | Full Professional Proficiency in English

## WORK EXPERIENCE

### 2021 - 2022 Service Design Strategist, at Globant

- Identify strategic opportunities and recommend user-centered strategies, solutions, and experiences
- Plan and conduct quantitative and qualitative research using a wide range of research methodologies (surveys, ethnographic studies, interviews, data analytics etc)
- Identify frameworks best suited to project needs and emerging insights along the service delivery, and develop service blueprints & customer journeys articulating existing and envisioned service experiences integrating stakeholder needs, multichannel touchpoints, and back-end service delivery systems
- Plan and orchestrate workshops with clients, partners, and customers to drive the analysis of current services and the design of improved/new services

### 2020 to 2021 - Head of Product Design & Service Design Strategist, at Stefanini Group

- Tailor Service Design & Product strategies to transform high-end and complex processes into streamlined experiences within the North & Northeast regional operations of the Digital Applications sector (planning, costs, scope, resources etc)
- Lead a team of UX & UI Designers and collaborate with multi-disciplinary professionals to solve complex problems by developing new solutions that align business and customer needs;
- Execute digital product planning, team building, stakeholder alignment, immersive co-creative workshops, service mapping, UX & Design Thinking methods, MVP definitions, and iterative processes
- Create, plan, and execute high-level leadership training for the team of Service Managers, Operation Managers, Project Managers, and technical leaders.

### 2019 - Creative Process Strategist & Facilitator, at FabLab

- Design Creative Learning Maker Programs based Design Thinking Process & Sprint Prototyping, and facilitate courses and workshops, teaching participants how to understand problems, integrate technology and apply tools to uncover disruptive ideas

### 2019 - Product Designer, at Capyba

- Plan and conduct user research, interviews, and competitor analysis, interpret data and qualitative feedback, build a strong understanding of user goals and needs through regular interactions with stakeholders and prospective users.
- Translate user stories into product requirements and functionalities, develop personas, storyboards, wireframes, taxonomies, and design prototypes for usability testing.
- Understand how users consume and navigate content, plan and design the information architecture, create use cases, flow diagrams, and sitemaps, and define information hierarchies.

## SPECIALTIES

---

- | Team Development & Leadership
- | Strategic & Service Design
- | UX & Product Design
- | Critical Thinking
- | Communication & Presentation

## RECENT ACTIVITIES

---

- | **Hackathon Pitch Mentor,**  
Hack Grid, at Accenture Innovation Center (July, 2019)
- | **Service Design Speaker,**  
at Community Day Shawee (July, 2019)
- | **Design Thinking Workshop Mentor,**  
NUCA, at UNICEF (June, 2019)
- | **Hackathon UX Design Mentor,**  
Hack Grrrl, at Porto Digital (June, 2019)
- | **Design Thinking Workshop Facilitator,**  
at Porto Digital (May, 2019)

## CERTIFICATIONS

---

- | **Agile Product Owner Foundations, 2019**  
Project Management Institute (PMI)
- | **Agile Product Owner Techniques, 2019**  
Project Management Institute (PMI)
- | **Introduction to HTML & CSS, 2019**  
Girls4 Tech EBANX
- | **TOEFL Certified - English, 2011**  
The TOEFL Test

## OTHER ACTIVE ROLES

---

- | **SPEAKER** - About leadership, Service Design, UX Design and Visual Design
- | **COMMUNITY LEADER** - Ladies That UX Brazil
- | **COMMUNITY LEADER** - Pernambuco's UX Designers
- | **MENTOR** - Laboratoria
- | **MENTOR** - Mentoras
- | **CONTENT WRITER** - Globant's Blog

### **2012 to 2018: Service Designer & Program Coordinator, at the State Government's Secretariat for Education (Brazil)**

- Manage a cross-functional team of over 16 local coordinators, 20 international coordinators, travel agencies and local partners
- Develop and continuously refine project management process, tools and standards
- Articulate project plans and produced scope documents; specifying goals, detailed work breakdown structures and schedules
- Strengthen partnerships across organizations in 8 countries
- Prepare and present proposals, status reports, and other information to senior management

### **Jun,2011 – Jan,2012: Interaction Design Consultant Idea Spice Holdings (India & UAE)**

Interaction Design Consultant on two branches of the company in Mumbai & Dubai.

- Facilitated Design Thinking and Brainstorming workshops
- Coached employees and enabled process facilitation to implement new brainstorming and idea generating methods, in order to improve the team's overall performance Identified issues, provided objective advice, solutions & recommendations for organizational change

## FORMAL EDUCATION

---

### **Aug,2012 – Sep,2014: Master of Business Administration (MBA) Laureate International - CEDEPE Business School (CBS)**

### **Apr,2010 - Apr,2012: Masters of Integrated Design Kobe Design University (Japan)**

[Awarded a Japanese Government fully funded scholarship]

- Completed the master degree with a GPA of A
- Created the International Students' Group
- Designed and published the Kobe Design University's Guide for International Students

### **Jul,2011: Creativity Engineering Summer Program Vienna Institute of Technology (Austria) - TUWIEN**

[Awarded a sponsorship]

- Developed the prototype and business model of a portable device for deaf and hard to hear people enhance music perception. The project was featured in the book Exercising Creativity, published by the Universitat Politècnica de València (Spain).

### **Feb,2004 - Aug,2008: Bachelor Degree in Design Federal University of Pernambuco (Brazil)**

[Awarded a Summa cum laude bachelor degree in design]

- Concluded the degree with a global average grade of 9,56.
- Taught as an assistant professor of the courses "Visual Identity" and "Visual Rhetoric"
- Served as a representative of the design student's affairs
- Collaborated with scientific design research projects