

Caroline Venancio

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SUMMARY

As an architect, my interest in the impact of environments on people led me to UX Design. With mentorship, I honed my skills by merging theoretical study with practice to create engaging and user-friendly solutions.

WORK EXPERIENCE

Clue Case Study

Nov 2023 - Feb 2024

- Conducted user experience research with a diary format of 6 participants to understand app usage, that led to a deliverable plan defined into short, medium, and long-term objectives, considering the urgency of improvement, impact on usage, and execution difficulty.
- Improved the usability of one of the principal Clue user flow, by fixing issues found on user research and competition analysis.
- Succeeded in redesigning the case study user flow, through 2+ rounds of sketching, wireframing, and prototyping and have a similar result as a new update of clue company launched in April of 2024.

Interior Architect at Santos Carpentry

Dez 2016 - present

- Conducted discovery meetings and brainstorming sessions with clients to understand their needs and desires.
- Created custom furniture designs aligned with client expectations and principles of user-centered design.
- Applied rendering techniques for environment visualization to ensure a clear understanding of design proposals.
- Collaborated with production team to ensure technical and aesthetic feasibility of projects.

Architecture Internship at Florianopolis Municipal Health Department

Feb 2020 - Nov 2020

- Conducted user research interviews in Health Facilities to iterate on early design concept.
- Created a visual communication system with 50+ elements to ensure consistency between health facilities.
- Assisted in the planning of renovations and construction projects of 7+ projects.
- Collaborated with civil engineering team to ensure technical and aesthetic feasibility of projects.

SKILLS

Language Portuguese (native)
English (B1)
Tools Figma, Illustrator, Photoshop, Indesign
Design User research, prototyping, UI design.

EDUCATION

2016 - 2022 Bachelor's Degree at Architecture and Urban Planning
Federal University of Santa Catarina

(GPA: 8.13/10)