

Juliana Campos

SERVICE DESIGN & UX RESEARCHER

About

I'm on this career path driven by my passion, and everything around me just oozes with my genuine fascination for people, places, and their incredible stories. I want to help companies turn their awesome ideas into real-life projects that create meaningful experiences for both people and business. I rely on my South American roots to stay resilient and empathic adapting to the unique ecosystems of each project I dive into. Want to know more? Check my portfolio jusnc.com

Contact

Portfolio:
jusnc.com

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Language

Portuguese: Mother tongue
English: Fluent
Italian: Fluent

Hard Skills

Product design
Sketching Prototype
User research
Trend research
WS facilitation

Soft Skills

MBTI: ENFP
Team Management
Team Work
User Empathy
Decision Making
Agile Mndset
Public Speaking

Education

POLITECNICO DI MILANO 2019-2021 **Master of Product Service & System Design**
Honors: Merit based scholarship
Magna cum Laude

IED 2018 **Cool hunting and future studies**

UNIVERSITY MACKENZIE 2011-2015 **Bachelor of Product Design**

Work Experience

Service Designer 2021-Now **Djungle Studio - Startup Studio - Italy**

Worked on developing and improving services for startups in multiple fields. We aim to combine agile methodology with service design tools and design thinking to facilitate rapid feedback and iterations for our services. Being a Service Designer for a startup studio also provides me with the opportunity to work hands-on, designing and testing every part of the service. This allows me to truly understand and feel the user experience, as well as the needs of other stakeholders involved.

Service Designer 2021 **YBP - Consultancy - Italy**

Identify and understand users' needs and design innovative solutions by analyzing quantitative and qualitative data in healthcare and human resource areas. Facilitate workshops and design sprints with clients and users. Develop reports to present findings and new opportunities through design thinking. Participate in research and analysis of existing experiences to identify innovative and useful features and tools.

Lead Designer 2017-2018 **Toyster - Toys Company - Brazil**

I was responsible for the product team, where I oversaw the planning and management of product design for the company's seven brands. This included conducting market analysis to identify new trends and business opportunities. I was also responsible for conceptualizing and developing new products and production processes

Service Designer 2016-2017 **Grendene - Multinational - Brazil**

I was involved in the development of products for the children's product line. This role encompassed designing and researching concepts, as well as creating and illustrating products using the Adobe suite. I also took part in the development of licensed products and crafted pitch presentations. Additionally, I was responsible for overseeing technical production, including 3D modeling and creating mockups. I frequently traveled to events and conducted market and trend research

Cast Member 2014 **Walt Disney World - Parks - USA**

During my time at Walt Disney World, I gained insight into Disney's multi-channel experience strategies and improved my English communication skills by enhancing guest experiences.