

Luciane Jacomini

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Summary

With over 10 years of experience in E-commerce within retail and wholesale, I am now pursuing a challenging UX/UI design role after completing a UX certificate. I am a highly motivated and creative designer with a passion for creating intuitive and visually appealing user experiences, working to get a strong understanding of design principles and excellent skills in prototyping and design systems. With a solid work ethic and extensive experience working collaboratively as part of a team, I am focused on identifying solutions and a passion for getting things done right.

Experience

E-Commerce & Business Manager

TioBob Narguiles

London, Sao Paulo & Melbourne (partly remote employment) - (07/2012 - 09/2023)

E-commerce management with extensive experience in overseeing sales, operations and marketing strategies. Managed e-commerce for retail and wholesale segments, contributing to annual revenues of R\$20 million. Proven leadership skills in managing cross-functional teams. Main functions include: leading updated UX/UI projects on websites, creating monthly sales strategies and promotions (such as Black Friday), leading migrations of new products to the website, approving sales campaigns and improving customer service. I led and managed several key projects, including:

Product Design - Visual product customization features

- Identified user issues through research to align product solutions with user needs.
- Worked with agency partners to approve designs in line with project goals and brand guidelines.
- Led project from start to finish, ensuring timely delivery and stakeholder communication.
- Achieved a 20% sales increase in the first year from this feature alone.

Black Friday Strategy

- Led sales strategy for 6 years, optimizing user navigation with a customized site design for a clear and simple user experience.
- Managed team for campaign uploads, price promotion and product collections.
- Achieved a 400% daily sales increase during BF.

Retail Website Migration to new platform

- Prioritize optimizing user experience by organizing information effectively, establishing intuitive navigation structures with clear categories and pages, and ensuring all content remains up-to-date and relevant.
- Achieved a 30% monthly sales increase and a 80% increase on AOV.

Wholesale Website Development on TRAY Commerce

- Directed the development, approval, and implementation of new site categories, layout designs, and user experience improvements specifically for wholesale users.
- In this project, the information architecture and site map was completely redesigned and restructured.
- Increased sales by 28% and improved customer service efficiency per salesperson by 120%.

UX/UI Designer & Web Designer - Volunteer

ABRISA - Brazilian Association in Melbourne

Melbourne - (10/2023 - current)

Responsible for both strategy and visual design. Our goal is to improve user experience by organizing the information, creating a clear navigation structure with well-defined categories and pages, and ensuring that all content is up-to-date and relevant. Applying user research, empathy maps, personas and prototyping always adhering to best UI practices to deliver an intuitive and engaging user interface.

Accounts Assistant

Business Monitor International

London, UK - (05/2009 - 06/2012)

Detail-oriented Account Assistant skilled in managing financial transactions, reconciling accounts, and verifying financial statements for accuracy. Experienced in overseeing daily financial operations and reducing discrepancies through meticulous record-keeping and reconciliation processes.

Accounts Receivables

Regis Aged Care

Melbourne, Australia (08/2008 - 04/2009)

Strengths

Attention to Detail
Collaboration
Communication Skills
Adaptability
Decision Making

I refined my attention to detail as an E-commerce manager overseeing sales, operations, and marketing strategies, I strengthened my communication and collaboration skills working on various projects throughout my career, and leading sales campaigns sharpened decision-making skills.

Skills

Project Management
Team Management
E-commerce Management
VTEX
TRAY commerce
RD-Station
Excel
UX UI Principles
Prototyping and Wireframing
Figma

Education & Certification

AI for Designers -

Integrating artificial intelligence (AI) tools into UX designer provided by IxDF (Interaction Foundation Design)
Current Studying

Mobile UI Design

Mastering mobile UI provided by IxDF
Current Studying

UX Design Certificate

7-course certification by Coursera (Google)

Business Commerce & Marketing

Universidade São Judas Tadeu - Brazil

Languages

English
Proficient

Portuguese
Native