

Lucas Cardoso

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PROFESSIONAL SUMMARY

Product Designer with 6+ years of experience leading end-to-end UX initiatives for large-scale digital platforms in retail, finances and healthcare. Proven impact improving user efficiency, reducing operational costs, and scaling design systems across complex ecosystems. Skilled in user research, prototyping, design strategy, and cross-functional collaboration with engineers, PMs, and stakeholders. Passionate about creating user-centric, data-driven solutions that align business goals with exceptional experiences.

EXPERIENCES

Elsevier (via Korn Ferry) Senior Product Designer

**California, US (Remote)
Dec 2025 - Present**

- Led the development of the Reporting Hub platform, focused on presenting reports for different Elsevier products.
 - Conducted feasibility studies on new features, utilizing Codex to assist in creating mockups for rapid research iteration.
 - Facilitated workshops, design sprints, and co-creation sessions with stakeholders and users.
 - Collaborated closely with developers, PMs, UX Researchers and leadership to align business objectives with design outcomes.
- Tech Stack: Figma, Miro, Codex, Confluence, Claude, ChatGPT.**

Hapvida NotreDame Intermédica Product Design Consultant

**Fortaleza, CE, Brazil (Remote)
Jun 2022 - Present**

- Designed the Emergency Triage Platform (SIGA) used by 800+ healthcare units across Latin America.
 - Improved medical service efficiency by 25% by redesigning the UX and integrating AI-powered tools that assist doctors during patient care.
 - Contributed to a unified Design System adopted across 12 healthcare platforms, ensuring scalable and consistent UI patterns.
 - Facilitated workshops and alignment sessions for the Design Chapter to strengthen collaboration and design quality.
 - Led the UX initiative for medical protocol products across elective, inpatient, and emergency care areas.
- Tech Stack: Figma, Miro, Trello, Analytics.**

Carrefour (via Verity) Senior Product Designer

**São Paulo, SP, Brazil (Remote)
Apr 2023 - Oct 2025**

- Led the redesign of Carrefour's Support Platform used nationwide, improving efficiency and usability across all customer service units.
 - Achieved 30% reduction in Average Handling Time (AHT), 24% faster ticket opening, and 42% fewer user errors through UX optimization.
 - Conducted end-to-end research, usability testing (moderated and unmoderated), and prototyping in Salesforce Service Cloud.
 - Facilitated workshops, design sprints, and co-creation sessions with stakeholders and users.
 - Co-created squad frameworks and mentored mid-level and junior designers to improve team performance and consistency.
 - Collaborated closely with developers, PMs, and leadership to align business objectives with design outcomes.
- Tech Stack: Figma, Maze, Miro, Notion, Analytics, Lightning DS, Salesforce Service Cloud.**

SiMCo Healthcare Platform Jr Product Designer

**Fortaleza, CE, Brazil (Remote)
Aug 2021 - May 2022**

- Designed 3 internal systems that increased lead generation by 22% and customer adoption by 12%.
 - Conducted usability testing and user interviews to identify opportunities and validate design decisions.
 - Delivered high-fidelity prototypes, user flows, and documentation aligned with business and UX metrics.
- Tech Stack: Adobe XD, Adobe Illustrator, Adobe Photoshop, Miro.**

Fortbrasil Database Marketing Analyst (DBM)

**Fortaleza, CE, Brazil (Remote)
Jul 2020 - Aug 2021**

- Developed and monitored marketing dashboards to support data-driven decisions.
 - Executed data ETL processes (SQL, Python, Power BI) for analytics and campaign optimization.
 - Implemented automation flows in Salesforce CRM to improve lead performance and acquisition accuracy.
- Tech Stack: Salesforce Marketing Cloud, Power BI, Python, Excel.**

Rock Digital Performance Analyst

**Fortaleza, CE, Brazil (Remote)
Apr 2020 - Jul 2020**

- Planned, created, monitored and analysed of campaigns on Google Ads and Facebook Business Manager
 - Implemented and maintained dashboards
 - Led maintenance and segmentation, email marketing automation and creation (RD Station)
 - API integration with Python for data extraction and analysis
 - Automations with Python and search for improvement opportunities
- Tech Stack: Google Ads, Facebook Business Manager, PowerBI, Excel, Python, RD Station.**

EDUCATION

Bachelor's degree in Digital Systems and Media - Federal University of Ceará

SKILLS

UX & Product Design: User Research, UX Strategy, Wireframing, Prototyping, Interaction Design, Usability Testing, Information Architecture, Design Systems, Accessibility (WCAG).

Tools: Figma, Miro, Notion, Maze, Adobe XD, Salesforce Lightning DS, Google Analytics.

Collaboration: Cross-functional Workshops, Stakeholder Management, Design Facilitation, Agile/Scrum, Documentation.

Development (Basic): HTML, CSS, JavaScript.