

# Esdras Peniche

UX / PRODUCT DESIGN

## Liberty Mutual S/A

### Product Designer

2023 / 2024 – PRESENTE

DIGITAL PERFORMANCE ANALYTICS: As a UX person, I work on product performance analyses, based on NPS. I work on continuous improvements in the Acquisition and Claims journeys of the Non-auto, Property and Individual Life Claims Squads. I manage the OPS area with the design team and carry out training and onboarding training for new employees. I lead qualitative research such as Focus Group, Card Sorting, quantitative (CSAT) and Usability Testing.

**Skills:** Agile Methodologies · Figma (Software) · Scrum · Product Innovation · User Interface Design · User Experience Design (UX) · Usability Testing · Research · Project Creation · Metrics · Data Innovation · Chatbot Optimization (whats 'app)

## Digio Bank

### Ux\_lead

2022 / 2023

Led the creation of Core products for the account and card segment (credit and debit) as technical responsible for improvements in Revolving Credit products, Visa Signature Premium Cards, Pix and products for Stakeholders such as Veloe – tokenization for vehicle Tag acquisition and Uber – implementation of Uber Account statements on the Digio App.

**Skills:** Business Intelligence (BI) · Agile Methodologies · Figma (Software) · User Interface Design · User Experience Design (UX) · Usability Testing · Research · Project Creation · Metrics · Data Innovation

## Listo technology S/A

### Product Designer

2018 / 2022

I worked on the development of User Journeys to create new SaaS products. Researcher Lead in qualitative and quantitative research. I defined strategies with the company's product sector and led the development of improvements in customer acquisition journeys and sales of new products.

**Skills:** Microsoft Power BI · Agile Methodologies · Product Innovation · User Experience (UX) · User Interface Design

## Short Bio

I am a Product Designer Lead and Customer Experience, with higher education in design and an MBA in Business Intelligence & Analytics from FIAP.

I want to work on experience teams that promote creative initiatives to solve customer problems.

I have 6 years of experience in the market, working in analysis and performance of digital products

My biggest achievement was implementing Design Ops (Design Operations) with the team, raising the level of deliveries and solutions offered, improving the company's NPS by 2 points (from 7 to 9 – individual life journey and residential claim)

I have passion for my profession and love promoting inspiring knowledge.

## Soft Skills

// EMPATHY  
// COMMUNICATION  
// TEAM WORK  
// CREATIVE THINKING  
// PROBLEM SOLVING

## Hard Skills

// VISUAL AND UI DESIGN  
// USER RESEARCH AND ANALYSIS  
// INFORMATION ARCHITECTURE  
// WIREFRAMING// PROTOTYPING  
// USABILITY TESTING  
// DATA ANALYTICS

## Education

// MBA FIAP (BUSINESS AND ANALYTICS)  
// DEGREE ON DESIGN (UNISO)