



# Tatiana Lourenço · Product Designer

Product Designer with 10+ years of experience.

Passionate about transforming ecosystems through design, having increased municipal tax revenue by 135% (from R\$66M to R\$155M) with user-centered digital solutions.

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## Experience

### Lead Product Designer · PGM

Mar 2021 - Present

- Managed **end-to-end** design process, launching a new UI/UX for a judicial and financial management system, reducing the case queue by 84% (from 69,850 to 11,400) in two years.
- Created **impactful and elegant solutions**, building new features that increased municipal tax revenue by 135% (from R\$66M to R\$155M) through user-centered digital products.
- Increased delivery from 40% to 90% by collaborating cross-functionally and building **Design System** components in Figma that accelerated prototype creation.

### Senior Product Designer · Trends

Oct 2018 - Feb 2021

- Analyzed **customers and business problems** to identify pain points, conducting interviews and surveys.
- Presented design work and articulated **design decisions**, ensuring product decisions were grounded in data-driven insights.
- Executed solutions aligned with business goals and stakeholders, designing and documenting the **product outcomes**.

### Founder & Product Designer · Terra Verde

Jun 2012 - Jul 2018

- Worked with multiple startups, **adapting** the design process and making clear decisions based on feasibility and constraints.
- Framed and clarified ambiguous problem spaces to guide solution **strategy and prioritization**.
- Lead teams and collaborated as a **business partner**, delivering branding, graphic design, and digital product services.

### Early-Stage Founder (Accelerator Alum) · 85 labs

Oct 2014 - Dec 2015

- Aligned design solutions with **business goals** while working with mentors in a cohort of 10 startups in an acceleration program.
- Led and worked comfortably with minimal oversight in a development team.
- Operated in a high-risk, fast-changing environment, **validating ideas** and pivoting based on feedback and results.

## Contact

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🌐 [www.tatianalourenco.com](http://www.tatianalourenco.com)

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## Education

### Google Professional Certificate

- Project Management, 2024
- UX Design, 2023

### Federal University of Ceara

- Master's Degree in Psychology, 2020
- Bachelor's degree in Advertising, 2014

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## Languages

- Native Portuguese speaker
- Advanced English
- Basic French

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## Volunteer Experience

### Byte Girl Tech

Organized four annual conferences focused on women in technology, each with 300+ in-person attendees.

### Startup Weekend

Served for three years as a mentor and organizer across multiple editions of the event.