

LUCAS ABDACK

ABOUT AND CONTACT

Brazilian, 31 years old

Portuguese: Fluent (native)

English: Intermediate

Address: Botafogo, Rio de Janeiro
– RJ

Phone: +55 21 97991-7419

Email: lucasabdack@gmail.com

SKILLS

- Design Thinking and UX/UI Design;
- Discovery and Delivery;
- User-Centered Design;
- Product Strategy;
- Interactive Prototypes;
- Agile Methodologies;
- Voice Interaction Design;
- Internal and External Communication;
- Project and Team Leadership;
- Planning and Decision Making;
- Tools: Figma, Miro, Notion, Azure, Trello, Asana, Wix, Webflow.

LUCASABDACK.COM

LINKEDIN.COM/IN/LUCASABDACK

EDUCATION

2016: Bachelor's degree in Industrial Design with a specialization in Digital Media from the Pontifical Catholic University of Rio de Janeiro (with full scholarship);

2020: Master's degree. Research focused on Ergonomics, Usability, and Human-Computer Interaction, particularly on voice interaction between humans and machines;

2021: Completed a course on metrics for digital products at Product Arena.

EXPERIENCE

Aché / January 2024 - Present: Senior Product Designer leading the delivery team in the Healthcare Professionals segment, driving a 1% increase in lead capture and raising the CSAT from 2.4 to 3.5.

Suzano / June 2021 - January 2024: Senior Product Designer leading discovery, delivery, and design system teams. Strategically driven by data, introducing new technologies and concepts, managing people, and facilitating communication between teams, resulting in a 50% acceleration in time to market.

Itau / May 2019 - June 2021: Product Designer leading and working on projects for the financial market;

MJV / August 2017 - April 2019: Product Designer working on projects for clients such as Telecine, Bradesco, and Novo Banco (Portugal);

Estúdio Três / March 2016 - January 2018: Project manager in the areas of UX and Branding. Worked on projects for clients such as ColaboraAmerica and Raccord Produções;

YDreams / June 2014 - March 2015: Intern in the areas of UX and visual communication. Worked on projects for clients such as Ipiranga, Ambev, and Bradesco Next;

LIFE / August 2013 - December 2014: Researcher, supervised by Professor João Bonelli in research on mobile app development;

Faperj - Prioridade Rio / 2012: Development of digital media projects for Museums of the State of Rio de Janeiro (APP Rever Vargas), including the design and development of the app.