

Giovana Guanaes

Product Designer & Creative Lead

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SUMMARY

Product designer with 6+ years of experience designing end-to-end product experiences across web and mobile. Experienced in turning configuration-heavy products into clearer interfaces, and in AI-assisted design workflows using Claude Design and Claude Code to prototype flows, explore interface directions and maintain visual consistency.

EXPERIENCE

TICKETMAX

2023 – Present

Product Designer — UX/UI

Brazil

- Collaborated on the conception of TicketMax, helping define core functionality, user journeys, page structure and interaction flows from the ground up. Created early interface concepts and layouts.
- Improved existing interfaces and user flows using Claude Design, focusing on usability, information hierarchy and clarity, and prototyped flow concepts to explore and refine interface directions quickly.
- Built design systems in Claude Design to keep layouts and interface components visually consistent across the platform.
- Designed producer-facing experiences for creating and managing events, considering multiple event structures.
- Defined requirements for customer, producer and ticket validation experiences with product and development, accounting for different user needs, permissions and access levels.
- Adapted product solutions to technical constraints, working closely with developers in daily development discussions when initial UX or interface approaches required alternative implementation paths.
- Incorporated direct customer feedback and usability issues observed with real users into ongoing UX improvements and product iterations.
- Tested core platform experiences end-to-end, including registration, incomplete registration flows, ticket purchasing, payments, ticket validation, mobile app functionality and producer-facing tools, covering regression, functional and design QA, and documented issues with clear reproduction steps and implementation context for developers.

SUMMUS MARKETING

2020 – Present

Creative Lead & Web Designer

Brazil

- Led creative work across digital projects, turning client and business requirements into web experiences, campaigns and digital design solutions.
- Designed websites, landing pages, e-commerce experiences and sales pages while defining content and page structure for clients across event, health, automotive and consumer sectors.
- Established reusable design systems in Claude Design to generate layouts aligned with each client's visual identity.
- Reviewed implemented digital experiences, identified visual, functional and usability issues, and coordinated revisions with development teams.
- Worked directly with developers and technical leadership throughout implementation, discussing constraints, evaluating deliveries and helping align design intent with functional requirements.
- Managed task follow-up and delivery across the creative team while collaborating with leadership, designers and developers.

SELECTED SKILLS

Product & UX: Product Design • UX/UI Design • End-to-End Design • User Flows • Information Architecture • Interaction Design • Design Systems • Prototyping • Web & Mobile Experiences

AI-Assisted Workflows: Claude Design • Claude Code • AI-Assisted Prototyping • AI-Assisted Design Systems

Testing & Quality: End-to-End Testing • Regression Testing • Functional QA • Design QA • Usability Issue Identification

Collaboration: Cross-Functional Collaboration • Developer Collaboration • Stakeholder Communication

Tools: Figma • Claude Design • Claude Code (desktop app and VS Code) • Notion • Adobe Photoshop • Adobe Illustrator

EDUCATION

Universidade Salvador (UNIFACS)

2018

Bachelor's Degree in Social Communication — Advertising and Propaganda

Brazil