

# CAROLINE MELLO

SERVICE DESIGNER | UX RESEARCHER | PRODUCT DESIGNER

## ABOUT ME

"Hello, my name is Caroline, I am 28 years old. I have been working as a designer for eight years. In my spare time I usually cycle, play drums, cook and enjoy outdoor activities. I have chosen to work in this area of design because I believe that by listening to people and understand their ideas it is possible to create better products and services, that have positively impacted on society."

## GET TO KNOW ME

Please contact me through the links below to find out more about my work.

- (+55) 41 999654290
- mello.ca94@gmail.com
- linkedin.com/in/caroline-mello
- medium.com/@caroline\_mello
- behance.net/carolinemello
- carolinemelloportfolio.com/

## EDUCATION

Cultural Anthropology - Postgraduate  
Pontifícia Universidade Católica do Paraná (2021 -2023)  
Design Visual Project - Bachelor Degree  
Universidade Positivo (2015 -2019)

## PROFESSIONAL

### ● SENIOR SERVICE DESIGNER DOCK TECH (2022)

Supporting the Global Business Unit in strategy and business communication using design tools. Leading Service Design area into Info Providers Squad on an improvement in five principal products and cocriate new ones. Application of tools such as data collection, conducting interviews, analyzing quantitative data, preparing and conducting workshops, benchmarking, user journey, service blueprint, among others. Participation in design team growth events, such as Design Talks and the creation of a Leadership Learning initiative.

### ○ SENIOR SERVICE DESIGNER RUMO LOGISTIC (2021)

Understanding the possibilities for improvements in processes and products throughout the company's ecosystem in order to take didiagnosis to execution. Application of tools such as: data collection, conducting interviews, analyzing quantitative data, preparing and conducting workshops, benchmarking, user journey, service blueprint, among others. Production and conduction of an innovation event, coaching employees in methodologies: Design Thinking and Agile.

### ○ SERVICE DESIGNER MJV INNOVATION (2020 - 2021)

Participation in Innovation Squad, carrying out several projects for the following sectors: banking, health, real estate and beauty. Focused on creating digital products and optimizing internal processes. Using Design Thinking and Agile Methodology approaches for execution. Application of tools such as: qualitative data collection, quantitative data analysis, preparation and conduction of workshops, benchmarking, user journey, service blueprint, among others. Preparation of reports and presentation of cases to clients.

## SKILLS

Service Design / UX Design / UX Research /  
Product Design / Design Ops / Agile / Innovation /  
Figma / Illustrator / Photoshop / Miro / Advanced English

## EXTRAS

IXDA CURITIBA Local leader | 2019  
UX METRICS How Bootcamps | 2019  
UX DIGITAL PRODUCTS Aldeia | 2018