

Juliana Guimarães

www.julianaguimaraes.design | hi@julianaguimaraes.design | +1 347.397.4338

Lead User Experience Designer

I bring expertise in user-centered design and research, ensuring that every product decision is grounded in real customer insights. My strength in strategic product thinking allows me to align design initiatives with business goals, creating solutions that drive measurable impact. As a design leader and mentor, I guide teams to deliver their best work while fostering a collaborative, growth-oriented culture. I excel in cross-functional collaboration, partnering closely with product, engineering, and business teams to bring cohesive experiences to life. With a focus on systems thinking and scalable design solutions, I build frameworks and design systems that accelerate delivery, improve consistency, and scale across global markets.

KEY SKILLS

Design Methods & Approaches

- Human-Centered Design (HCD)
- Design Thinking & Co-Creation Workshops
- Service Design & Journey Mapping
- Systems Thinking & Futures Thinking
- Rapid Prototyping & Iterative Design

Storyboarding, Scenario Planning & Concept Development

- Research & Insights
- Ethnographic Research & Contextual Inquiry
- Usability Testing & Heuristic Evaluation
- Participatory Design & Stakeholder Interviews
- Mixed-Methods Research (qualitative + quantitative)
- Synthesis & Insight Generation (Affinity Mapping, Personas, Empathy Mapping)

Design & Prototyping Tools

- Figma, Sketch, Adobe Creative Suite (Illustrator, Photoshop, XD)
- Miro, FigJam (for collaboration & ideation)
- InVision, Principle, ProtoPie (interactive prototyping)
- Keynote, After Effects (storytelling & motion prototyping)

Collaboration & Leadership

- Workshop Facilitation & Design Sprints
- Cross-Functional Team Leadership (design, product, engineering, business)
- Creative Problem Solving & Brainstorming Facilitation
- Mentorship & Design Critique Leadership

Business & Strategy Alignment

- Experience Strategy & Service Blueprinting
- Value Proposition Design
- Data-Informed Design Decisions (A/B testing, behavioral analytics)
- Translating User Insights into Business Impact

Languages

- English
- Portuguese

PROFESSIONAL EXPERIENCE

TikTok, UX / UI Lead

2021 to Present - New York, NY

As a Lead User Experience Designer at TikTok for Business, I drive the design and optimization of products that empower brands, creators, and advertisers to connect meaningfully with audiences worldwide. My role bridges strategy, design, and innovation—ensuring our platforms deliver intuitive, data-driven, and delightful experiences that maximize business impact.

- **Experience Strategy:** Define and execute end-to-end UX strategies and user journeys for TikTok's advertising solutions, aligning business goals with user needs to deliver seamless, impactful workflows for marketers and creative partners.
- **Design Leadership:** Lead cross-functional design initiatives, mentoring UX designers and collaborating closely with product, engineering, data science, and marketing teams to bring bold ideas to life.
- **Innovation & Insights:** Translate complex data and behavioral insights into actionable design solutions, user flows that enhance advertiser success, optimize campaign performance, and fuel creative storytelling at scale.
- **Data-Driven Decision Making:** Leverage user research, behavioral analytics, and A/B testing to continuously refine workflows, improve usability, and increase adoption of TikTok for Business products.
- **Creative Innovation:** Develop design systems and guidelines that scale globally, ensuring consistency while adapting to diverse market needs and advertiser objectives.

Core Skills & Expertise:

- UX Strategy & Leadership
- Human-Centered Design & Research
- Interaction & Visual Design
- Data-Driven Experience Optimization
- Personas & Journey Mapping
- Accessibility (A11y) & Inclusive Design
- Wireframing & Prototyping
- Design Systems & Scalable Frameworks
- Cross-Functional Collaboration
- Mentorship & Team Growth

Through my role, I help shape how businesses of all sizes tell their stories on TikTok — designing experiences that not only meet advertiser goals but also resonate authentically with the TikTok community.

IBM, Visual / UX Designer

2016 to 2020 - New York, NY

Led the creation of human-centered, visually engaging, and functional mobile and web products that balanced business goals, design excellence, and customer needs while advancing IBM's brand vision.

- Designed and launched IBM Watson-powered marketing platforms, collaborating with cross-functional teams in an Agile environment to drive the full product lifecycle — from research and ideation through prototyping, testing, and delivery.
- Pioneered award-winning AI-powered advertising campaigns (Watson Ads) by combining emerging technologies with innovative storytelling, shaping new models of digital engagement.
- Facilitated Design Thinking workshops and applied HCD practices to improve team workflows, streamline communication, and foster more effective cross-functional collaboration.
- Led research and product design initiatives that explored applications of AI and machine learning, translating complex technologies into intuitive, user-focused solutions.
- Coached senior executives across North America in storytelling, brand language, and presentation design, strengthening leadership communication and ensuring alignment with IBM's mission and values.
- Championed organizational culture by leading volunteer programs, diversity initiatives, and team-building activities, embedding brand values and design principles into everyday practice.

QUESTUS DIGITAL AGENCY, Art Director / UX Designer

2013 to 2016 - New York, NY

Led the design vision and execution of advertising, media, and digital platforms, ensuring that brand storytelling and user experience aligned with client goals and consumer needs.

- Directed the redesign of the Universal Orlando e-commerce platform, defining the visual language, interaction patterns, and overall user experience. The new platform significantly increased accessibility, engagement, and sales.
- Collaborated cross-functionally with design teams, stakeholders, and developers to ensure alignment between business objectives, user needs, and design outcomes.
- Created and evolved digital campaigns, marketing materials, and brand systems, shaping a cohesive design language across multiple touchpoints.
- Improved user interfaces through iterative, human-centered refinements, enhancing usability and elevating customer experience across websites and digital platforms.
- Worked with brands as Starbucks, Suzuki, Driscoll's, Capital One, Universal Orlando, and Golden Medal Flour.
- Mentored and coordinated design staff, fostering collaboration, consistency, and creativity across campaigns and projects.

acquaintable, Freelancer UX Designer

2013 to 2013 - New York, NY

Lead designer on the development of an online dating app and website. Also responsible for the creation of all brand identity materials. The startup was acquired by Reveal after 3 months of being launched.

McCann Erickson, Art Director

2009 to 2012 - São Paulo, Brazil

Produced new client pitches, directed and created various offline/online award-winning advertising campaigns, designed and maintained client websites.

LoV Virtual, Art Assistant

2009 to 2008 - São Paulo, Brazil

Coordinated and built online campaigns and websites. Production and maintenance of websites and platforms, and development of wireframes.

Tribal Digital Agency, Web Designer

2004 to 2008 - São Paulo, Brazil

Design and development of websites with HTML / CSS coding. Concepts and designs for digital campaigns.

Dixit, Web/Graphic Designer

2004 to 2003 - São Paulo, Brazil

Design and development of websites, email marketing, and graphic materials.

RELEVANT COURSES AND TRAINING

- User Experience Design - Cornell University
- IBM Blockchain Essentials - IBM
- Enterprise Design Thinking Practitioner - IBM
- Artificial Intelligence and Creativity - Casa do Saber
- Virtual Reality, Animation, Interactive Technology, Video Graphics, and Special Effects - Tribeca Flashpoint College

EDUCATION

Bachelor of Graphic Production (BA), SENAI Theobaldo de Nigris, São Paulo, Brazil

User Experience Design Certification, Cornell University, New York, USA