

Ana Morenc

Experience Designer

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A seasoned Senior Visual and Product Brand Design Leader with more than 15 years of relevant experience, working globally across EMEA and LATAM regions and serving various industries such as creative agencies, media publishers, gaming, and SaaS Analytics, among other digital sectors. A successful leader who managed and coached teams ranging from (5-15 FTEs) both onsite and fully-remote, helping teams to reach their individual growth, measure impact and achieving utmost success for the organisation. Keen to work on end-to-end, data-driven and result-oriented projects. Interested in human behaviour, culture, technology, and inclusive design.

Experience

→ Achievement

Platinum Best Digital Marketing & Communication Campaigns | Brand Awareness Campaign 2022

→ Achievement

Turned Newzoo into the most trusted name and source of game data and worked closely on special projects for FAANG (Facebook, Amazon, Apple, Netflix, Google)

→ Achievement

The publication was awarded on three years for Best Cover Photo (São Paulo International Convention Bureau)

→ Achievement

The publication was awarded on SPD Award 2011 (Society Publications Designer)

→ Achievement

New York de Executive Directors Choice Award -2014
Inflight Magazine The View -The Hague

Design Team Lead Creative Studio | Jimdo

Full-time Jan 2022 - Present. Hamburg. Tokyo. Remote

- Redesigned the entire user experience for Jimdo.com (website, app, and product onboarding);
- Led cross-functional projects to develop consistent experiences such as Online Campaigns, feature Spotlight videos, product tutorials, customer services videos, and 360o Campaigns; responsible for reviewing user research, user journey, content and localisation.
- Managed and maintained the design process of style guides and design system implementation.
- Interacted with various teams to launch the new financial services creative/product design to be integrated into the Jimdo Product Platform.
- Led a tiered design team ranging from five to ten professionals.

Design Director | Newzoo -SBJ - Advance Publications

Full-time Jan 2016 - Jan-2022. Amsterdam. San Francisco. Shanghai

- Led the creative design department, including projects, new website redesign, and amplifying products and service portfolio (Newzoo Data Saas Platform).
- Designed and managed a complete design system, including internal design processes and defining brand and product design principles.
- Managed and developed a tiered design team of seven professionals from various visual, brand, UX and UI, front-end-development

Senior Visual Designer | RNW Media Contract

Contract Oct 2014-Oct 2015. Hilversum. NL

- Worked on visuals and UX for the Platform LoveMatter, promoting safe communication and free interaction for young users from regions LATAM, EMEA, and China Regions.
- Responsible for creating multilanguage online and offline campaigns.

Senior Visual Design | Subsoda

Contract Feb-Jun 2014. Utrecht. NL

- Led conception/ animation/design for Weekly Dutch TV Show Altijd Wat - NCRV
- Designed, executed and launched a campaign for the German Green Party for the European Parliament.
- Executed visual and storyboard for Informational online animations for Utrecht University.

Associate Creative Director | Editora 3 | Menu

Fulltime Jul 2008-May 2010 | Oct 2010-Dec 2012. São Paulo. BR

- Led editorial magazine redesign and restyle
- Coordinated digital content and art direction for Ipad App
- Led a team of 15 creative professionals.

Art Director | Folha de S. Paulo

Fulltime May 2010-Oct 2010. São Paulo. BR

- Designed editorial project with a team of globally renowned professionals.
- Directed photoshoots and design concepts for offline editorial content.
- Curated the pool of international professionals and creative collaborators.

Designer & Art Editor | Natura LATAM

Fulltime Jun 2006 -Jul 2008. São Paulo.BR

- I worked on the editorial brand in the Agile Marketing process with 20 days cycle per campaign reaching over 3M people monthly and leading the Market in LATAM.
- Partnered with product owners researching, testing and evaluating products directly with consumers.

Relevant freelancer jobs: WWF, PONY New York, The Penthouse -The View-The Hague, Hugo Strategy and Branding, STB Student Travel Bureau, NBTC (Nederlandse Bureau voor Tourisme en Congress); Absolut Vodka, and Coca-Cola Foudation.

Education

Pos-Graduation Visual Communication

University of São Paulo (USP)

São Paulo | Brazil

2009 - 2010

Bachelor of Design | Graphic Design

University of Santa Catarina (UDESC/UFSC)

Florianópolis | Brazil

2002 - 2006

Trainings

Product Design Week

London Future Academy

Aug 2020 | London | Online

UX Design Certification

UX Design Institute Dublin

Nov 2017 | Amsterdam on sight

UX Design

Georgia Institute of Technology

April 2017 | Online | Coursera

Interactive Design

London College of Journalism & Media

April 2016 | London

Design Thinking | Thinking Human

Danish Design Center

September 2011 | Copenhagen | On sight

Participate in Seminar | Training

Service Design

Global Service Design Jam Event

Feb 2018 | Amsterdam NL

OnBrand

Global event

Feb 2017 /18/19 | Amsterdam NL

Leadership Trainings

Management & Leadership 2019 | 2021

Lepaya | Amsterdam | On sight

Three years mandatory of high-level training for empower upskill new manager - power skills, management and DEI.

Effective communication and facilitation

Allgood Elocution London | Online

Feb - May 2021

Tools

Design Tools

Figma, Adobe CC, Sketch, Invision (XD, Indesign, Illustrator, Photoshop,

(Basic After Effects, Premiere), Abstract, Pen and Paper.

Learning 2D Animation Calvary

Practising Illustration on Procreate and Adobe Fresco

Collaboration & Project Management

Miro, Figjam, Notion, Asana, Jira, and Confluence/Teams

Data & Analytics

Hotjar; Amplitude, Dovetail, Unbounce, Tableau, Google Analytics and Hubspot

Coding: Basic CSS - (Starting Phyton in 2023)

Soft Skills

- Responsible
- Accountable
- Empathetic
- Organized
- Fast learning
- Critical, creative, and analytical thinking
- Highly experienced in coaching and mentoring
- Curious
- Experienced cross-culture communicator
- Well trained in effective feedback

Tech Skills

- Project Management
- Resource Planning
- Running user research and interviews
- Wireframing and rapid and full prototyping
- Knowledge on accessibility W3C and regulations
- Design Thinking and JTBD
- Experience working with Scrum, Design Sprint and Agile
- Developing marketing and user personas
- Developing customer journeys
- Knowledge and experience with data analysis

Languages

- English | Full Proficiency
- Dutch | Upper Intermediate
- Portuguese | Native
- Spanish | Upper Intermediate
- German | Beginner

Interests

- Technology (Machine Learning, Python and AI)
- Behaviour Science Design
- Inclusive Design
- Creativity
- Business and Entrepreneurship