

Contact

thiagojanning@gmail.com

www.linkedin.com/in/thiagojanning
(LinkedIn)
thiagojanning.cc/ (Personal)

Top Skills

Trend Research
Digital Publishing
Design Thinking

Languages

Português (Native or Bilingual)
Inglês (Full Professional)

Certifications

Bootcamp UX Design

Thiago Janning

Product Designer | UX/UI · Design Systems · End-to-End Digital Products
Oeiras, Lisbon, Portugal

Summary

Designer with 9+ years of experience across visual design, branding, and digital products — with the last 4 years focused on UX/UI and product design for SaaS and data analytics platforms. I bring a strong visual foundation to product work, which means I move fluidly between systems thinking, interaction design, and high-fidelity execution. My process covers user flows, wireframing, prototyping, and stakeholder collaboration through to developer handoff in Figma. Currently at Aquarela Analytics, where I own the design system and lead interface design for data product platforms. I've worked with clients across Portugal, Singapore, and the USA, and hold a Master's in Design Management (IADE).

Experience

Aquarela Analytics

Visual UX/Designer

September 2022 - Present (4 years 1 month)

Florianópolis, SC

- Own and evolve the Aquarela design system, ensuring consistency across the product platform and all sub-brand touchpoints.
- Lead end-to-end UX for data product interfaces — from problem framing and user flows to high-fidelity prototypes and developer handoff in Figma.
- Collaborate with stakeholders to translate analytics complexity into intuitive, user-centered interfaces — reducing friction for non-technical end users.
- Manage design production for events, campaigns, and product marketing materials, aligning deliverables with strategic goals and release timelines.

Freelancer

Product & UX Designer

July 2016 - Present (10 years 3 months)

Oeiras

- Designed and shipped digital products across landing pages, web apps, and mobile interfaces for clients in Portugal, Singapore, and the USA, with a focus on UX quality and conversion.
- Led branding and identity projects from strategy through execution, building scalable visual systems for early-stage startups and established brands.
- Delivered UX audits and redesigns, identifying usability gaps and proposing prioritized improvements grounded in user research.

Lumiar Education

Visual/UX Designer

October 2020 - January 2022 (1 year 4 months)

- Oversaw all visual communications for Lumiar Educação and the Mosaico platform, maintaining a consistent brand image across all touchpoints.
- Designed and optimized landing pages with a focus on user engagement and conversion, iterating based on performance data.
- Produced a full suite of digital marketing assets — emails, presentations, social content, and video — supporting product launches and brand campaigns

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Designer

May 2018 - August 2020 (2 years 4 months)

Oeiras, Portugal

- Designed and developed websites with a focus on functionality and brand alignment.
- Created and managed a diverse range of visual communication materials for clients across Portugal, Singapore, and the USA.
- Designed graphic assets including illustrations, infographics, and logos to support client projects.
- Crafted presentations and produce corporate videos to enhance brand communication and engagement.

LOGO UFSC

Design Intern

April 2013 - December 2016 (3 years 9 months)

Florianópolis e Região, Brasil

- Managed project timelines, coordinate teams, and ensure clear client communication.
- Created diverse graphic materials, including illustrations, infographics, brand books, and digital publications.

- Developed and managed content strategies for Facebook, Instagram, and Twitter to boost brand visibility.
- Led branding efforts using TXM methodology, applying tools like SWOT analysis, archetypes, and persona development.

Education

IADE - Creative University

Master's degree, Design Management · (2017 - 2019)

Universidade Federal de Santa Catarina

Design · (2012 - 2016)