CAROLINE MELLO

SERVICE DESIGNER | UX RESEARCHER | INNOVATION SPECIALIST

GET TO KNOW ME

Please contact me through the links below to find out more about my work.
current location: Based in Brazil, open to remote opportunities worldwide and available for relocation to Europe.
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ABOUT ME

Experienced professional with over 8 years in service design and user experience research, specializing in user-centered solutions that deliver organizational impact. Proven track record in industries such as logistics, banking, consulting, retail, and technology, leveraging agile methodologies to deliver innovative and scalable results, while enhancing operational efficiency and customer experience.

ACADEMIC BACKGROUND

Cultural Anthropology Postgraduate - Pontifícia Universidade Católica do Paraná (2021 -2023) - Focused on cultural understanding and methods of anthropological research.
Design Visual Project Bachelor Degree - Universidade Positivo (2015 -2019)

PROFESSIONAL

2023 - | BOTICÁRIO GROUP
SERVICE DESIGNER - SPECIALIST

- Led initiatives for the migration of sales systems across more than 2,000 stores, focusing on optimizing internal processes and enhancing franchisee experience while aligning with OKRs and KPIs.
- Directed discovery processes to identify critical needs, aligning stakeholders and proposing implementation scenarios for semi-annual migrations.
- Facilitated co-creation workshops using qualitative and quantitative research insights to support strategic decision-making.
- Developed migration strategies that resulted in improved operational alignment and reduced transition times.

2022 - 2022 | DOCK TECH
SERVICE DESIGNER - SENIOR

- Led the Info Products squad in the development of five key products, driving improvements and co-creating innovative solutions.
- Conducted workshops, mapped user journeys, and prototyped experiences in an agile and collaborative environment.
- Implemented improvements that delivered more effective solutions aligned with user and business expectations.
- Mentored team members during design development events, promoting best practices and team growth.

2021 - 2022 | RUMO LOGISTIC
SERVICE DESIGNER - SENIOR

- Designed solutions to optimize logistics processes, managing projects from diagnosis to execution and ensuring seamless communication among key stakeholders.
- Conducted interviews, gathered data, and created service blueprints and user journeys.
- Organized innovation events aligned with organizational goals, generating impactful proposals.
- Trained teams in Design Thinking and Agile methodologies, fostering innovation and collaboration that led to significant cost savings.

2020 - 2021 | MJV TECHNOLOGY & INNOVATION
SERVICE DESIGNER - ANALYST

- Contributed to innovation squads in sectors such as banking, healthcare, real estate, and beauty.
- Conducted user research, analyzed quantitative data, and prepared reports for client presentations.
- Facilitated workshops using tools like service blueprints to align teams and strategies.
- Delivered digital solutions that positively impacted customer journeys and client KPIs.

KEY COMPETENCIES

Service Design: Customer journey mapping, service blueprints, prototyping, and process alignment with key stakeholders, data-driven design methodologies.
UX Research: Conducting interviews, behavioral and quantitative analysis, persona development, and usability testing.
Agile Methodologies: Expertise in Scrum, Kanban, planning, and retrospectives.
Facilitation Skills: Leading workshops, team alignment, collaborative ideation, and stakeholder presentations.
Tools: Proficiency in Miro, Figma, Adobe Illustrator, and Excel.

CERTIFICATIONS AND ADDITIONAL ACTIVITIES

- Speaker at TDC Innovation Conference (2023)
- Local Leader at IXDA Curitiba (2019)
- UX Metrics Bootcamp | How Bootcamps (2019)