



Lucas França Borges

PRODUCT DESIGNER

Details

Rua S 4, n745
Goiânia
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Links

[Instagram](#)
[Behance](#)
[Portfolio](#)

Skills

Leadership Skills

Leadership Skills

Fast Learner

Adaptability

Ability to Work Under Pressure

Ability to Work in a Team

Creative Problem Solving

Analytical Thinking Skills

Adobe Creative Suite

Figma

Prototyping

Project Management

Brand and Packaging
Development

Profile

Im Lucas França Borges, a graphic designer with a degree from the Federal University of Goiás (2009). I began my professional journey in agencies and production companies until 2014, when I took on the role of art director in holdings, agencies, and multinational companies, a position I held until 2024. As a specialist in branding and packaging development, I have solid experience in creating memorable and functional visual identities. In 2018, I expanded my horizons by diving into the world of UX Design, and in 2024, I decided to transform my career, embracing new challenges as a Product Designer – combining my visual expertise with a user-centered approach to create intuitive and effective digital products.

Employment History

Mid-Level Product Designer, APROVA TOTAL

NOVEMBER 2024 – PRESENT

Application of Discovery and UX Research methods, Implementation and updating of the Design System. Usability testing, CSD matrix, information architecture, interface development, and prototyping.

Art Director, PERDOMO DOCES

JULY 2024 – NOVEMBER 2024

Creation of online and offline materials, campaign key visuals (KV), Direction and development of concept pieces, branding, packaging design

Art Director, RENNOVA

MAY 2022 – JUNE 2024

Creation of online and offline materials, campaign key visuals (KV), Brand direction and development, branding, packaging design

Art Director & Mid-Level Product Designer, GRUPO EVPAR

MAY 2019 – MAY 2021

The Evpar Group is a holding. And I worked with 3 companies, Agronova, Hable Group and Vbank App. Creation of online and offline materials for campaigns; Application of methods such as Discovery, UX Research. Initial development of the Design System for the Vbank app. Information architecture, interface development, and prototyping of the Vbank app.

Art Director, CERRADO CLUB BIER

MAY 2018 – MAY 2019

Creation of online materials (for Instagram) and front-end layout (website)

Art Director, GRUPO DUTRA (SPICE COOK, HOLLUS, ANETRANS)

JUNE 2018 – APRIL 2022

Creation of online and offline materials, illustration, Brand direction and development, branding, packaging design

Art Director, BLIEVE COMUNICAÇÃO

JUNE 2015 – APRIL 2018

Creation of online and offline materials, illustration, Brand direction and development, branding, packaging design, website layout

Illustration

Basic knowledge of Motion Design

Languages

English (B2+)

Portuguese (Native)

Art Director, MORENA REIS

JULY 2013 — MAY 2015

Creation of online and offline materials, social media management

Graphic Designer, AFIPE

NOVEMBER 2011 — SEPTEMBER 2013

Creation of online and offline materials, Illustrator, Brand direction and development

Graphic Designer, EUDESIGN

APRIL 2011 — OCTOBER 2011

Creation of online and offline materials, Brand development and visual identity

Education

Visual Arts - Bachelor in Graphic Design, Federal University of Goiás, Goiania

JANUARY 2005 — JANUARY 2009