# Luana Micheau

## SENIOR PRODUCT DESIGNER / PRODUCT ARCHITECT

Dublin, Ireland · luana.micheau@gmail.com
luana.systems · linkedin.com/in/luana



### PROFILE

I design products for complex work in life sciences, health research and operational software. I turn difficult workflows into clear systems people can use.

### FOCUS

Product architecture

User research

Information flows

Interface design

Accessibility

Design systems

### PROJECT SCOPE

CRM pilot planned for 7,000+ users in 15 countries

Merchant app serving 30,000+ accounts

### CONTACT

luana.micheau@gmail.com

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## SELECTED EXPERIENCE

### Eurofins / Senior Product Designer

**Jan 2025 – present**

- Lead design for laboratory information, analytical data and commercial workflows in a global life sciences organisation.
- Lead the new CRM design for a pilot rollout intended to support more than 7,000 users across 15 countries, balancing regulatory needs with scientific and commercial work.
- Use research, workflow mapping and prototypes to improve quoting, turnaround information and customer communication.

### FemHealth.Science / Founder and Lead Product Designer

**Nov 2023 – present**

- Built a women's health research discovery product, moving from a consumer skincare idea to a platform for finding and examining research evidence.
- Define the product structure and research workflows across studies from PubMed, Cochrane and other sources.

### Medtronic / Equipment UX Researcher

**Nov 2023 – Jul 2024**

- Researched engineers' equipment workflows, identifying friction, workarounds and opportunities to improve technical processes.
- Translated findings into recommendations for product and engineering teams.

### Payroc / Staff UX Researcher

**May 2023 – Nov 2023**

- Researched merchant needs for a mobile app serving more than 30,000 active merchant accounts, focusing on critical payment flows.
- Planned usability studies and developed personas, user flows and journey maps for cross-functional teams.

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## SENIOR PRODUCT DESIGNER / PRODUCT ARCHITECT

Experience, education and working strengths

### WAYS OF WORKING

Research and testing

Workflow mapping

Prototyping

Stakeholder workshops

Cross-functional delivery

Mentoring

### EDUCATION

BSc Digital Technology and Design

Technological University Dublin · Distinction · 2016–2017

BTEC HND Interactive Media and Web Design

Dublin Institute of Design · 2013–2014

### LANGUAGES

Portuguese · English

Native or bilingual

Spanish

Full professional proficiency

### EXPERIENCE, CONTINUED

#### Eurofins / Senior UX/UI Designer

**May 2021 – May 2023**

- Designed the first internal CRM for rollout across company laboratories, intended to serve more than 5,000 users.
- Conducted research and testing, built prototypes, led information architecture workshops, and supported accessibility and junior business analysts.

#### Independent practice / Senior Product Designer

**Feb 2016 – May 2021**

- Designed websites, applications and learning products for startups, agencies and small businesses.
- Worked across UX strategy, information architecture, localisation and delivery.

#### Retail inMotion / Product Designer

**Sep 2019 – Mar 2020**

- Developed a shared design language and researched airline payment workflows through workshops, interviews and usability work.

#### TradeIX / UX/UI Designer, contract

**Jun 2018 – Jan 2019**

- Designed a banking application back office and documented the design system with an international team.

#### Digital Skills Academy / Design Lead and UX/UI Designer

**Apr 2016 – Mar 2017**

- Designed digital products and supporting research, flows and visual systems for remote, cross-functional projects.