

Juliana Campos

SERVICE DESIGN & UX RESEARCHER

About

For the past 10 years, I've worked across toys, startups, services, and experiences, always focused on creating exciting and seamless experiences that positively impact people's lives.

I currently work as a Model Designer on the Disney team at LEGO Group, and my experience here has taught me to use my skills holistically across complex design challenges, combining creativity, collaboration, and problem-solving to turn ideas into concrete outcomes.

Contact

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Language

Portuguese: Mother tongue
English: Fluent
Italian: Fluent

Hard Skills

WS facilitation
User research
Trend research
Product design
Sketching Prototype

Education

POLITECNICO DI MILANO 2019-2021	Master of Product Service & System Design Honors: Merit based scholarship Magna cum Laude
IED 2018	Cool hunting and future studies
UNIVERSITY MACKENZIE 2011-2015	Bachelor of Product Design

Work Experience

Product designer 2024-Now	LEGO Group - Denmark I design and build LEGO models, participate in testing, and research trends, themes, and references to inspire and improve designs. I work closely with cross-functional teams throughout the product lifecycle, take part in quality and alignment meetings, and help manage SKU development by collaborating with stakeholders from packaging, model governance, and mold coaches.
Service Designer 2021-Now	Djungle Studio - Startup Studio - Italy Worked on developing and improving services for startups in multiple fields. We aim to combine agile methodology with service design tools and design thinking to facilitate rapid feedback and iterations for our services. I was responsible on designing and testing every part of the service by doing interviews, and running workshops to understand user needs, negotiate with multiple stakeholders, prototype services trough tools as blueprints, user journey maps e digital prototypes.
Service Designer 2021	YBP - Consultancy - Italy Identify and understand users' needs and design innovative solutions by analyzing quantitative and qualitative data in healthcare and human resource areas. Facilitate workshops and design sprints with clients and users. Synthesize insights and turn them into reports to present findings and new opportunities. Participate in research and analysis of existing experiences to identify innovative and useful features and tools.
Lead Designer 2017-2018	Toyster - Toys Company - Brazil I was responsible for the product team, where I oversaw the planning and management of product design. This included conducting market analysis to identify new trends and business opportunities. I was also responsible for coordinating multiple stakeholders involved in the production process as well as the designers.
Designer 2016-2017	Grendene - Multinational - Brazil I contributed to children's product development by designing and researching concepts, creating visuals in Adobe, and supporting licensed products and pitch presentations. I also handled technical production, including 3D modeling and mockups, and conducted market and trend research through frequent event visits.