



LAURA AGOSTINI

SERVICE DESIGNER & UX RESEARCHER

LAURAGOSTINI.COM

EDUCATION

ESCOLA POLITÉCNICA DA USP

MBA, Digital Technologies & Sustainable Innovation
2020 - 2021

ISTITUTO EUROPEO DI DESIGN, SÃO PAULO

Extention, Design for future cities
2018

ISTITUTO EUROPEO DI DESIGN, SÃO PAULO

Undergraduate Degree, Product Design
Honors Student
2015 - 2017

PARSONS SCHOOL OF DESIGN, NEW YORK

Summer Intensive Studies, Strategic Design & Management
2016

VOLUNTEERING

ACELERADORA ÁGIL

UX Mentor
jul. 2021- jul. 2022

CIDADÃO PRÓ-MUNDO

English Teacher
jun. 2019 - dec. 2019

SKILLS

Qualitative Research	●●●●●
Usability Testing	●●●●●
Analysis	●●●●●
User Journey Mapping	●●●●●
Storytelling	●●●●●
Quantitative Research	●●●●●
Prototyping	●●●●●
Product Strategy	●●●●●
Workshop Facilitation	●●●●●

LANGUAGES

Portuguese <i>Native</i>	English <i>Advanced</i>	Spanish <i>Intermediate</i>	French <i>Basic</i>
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EXPERIENCE

THOUGHTWORKS

Senior Experience Designer - User Researcher
may 2021 - mar. 2023

- Sr. User Research consultant working for Lenovo, Hotel Emiliano and social change projects in technology and sustainability.

COTEMINAS - SPRINGS GLOBAL

Service Designer & User Researcher
nov. 2019 - may 2021

- Responsible for conducting research with e-commerce and stores consumers and business definition for new retail tech services for Coteminas' brands (ARTEX, Mmartan, Persono and Casa Moysés).

L'ECOLE DE DESIGN NANTES ATLANTIQUE

Visiting Professor
feb. 2019

- Visiting professor of L'École de Design's Transcultural Design Master Program at Brazil Studio. I taught Service Design & Design Thinking, representing INSITUM. The classes were in English and combined lectures with practical activities

INSITUM - ACCENTURE SONG

Service Design & User Research Consultant
jan. 2018 - nov. 2019

- Projects for multiple international clients, such as Facebook, Airbnb and Spotify. Experience with exploratory research using a diverse set of methods. INSITUM is now part of Accenture Song.

MJV TECHNOLOGY & INNOVATION

Service Design Intern
mar. 2017 - dec. 2017

- Worked in Service Design projects for Brazil clients, supporting in research, analysis and client workshops.

HIGHLIGHTS

THE DEVELOPER'S CONFERENCE

Guest Speaker
mar. 2022

- Keynote speaker representing Thoughtworks. The talk was about "Dark patterns and ethical UX".

SERVICE DESIGN NETWORK

Guest Speaker - Service Design Day São Paulo
jun. 2018

- Presented a Service Design project with a strong User Research ground done for Wine.com.br, while working with INSITUM.

Porto Alegre, Brazil

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