

## **Bianca Pinheiro Mendes**

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Portfolio: [biancapinheiro.com](http://biancapinheiro.com)

Design Manager with 10+ years of experience across digital products and teams, experienced in leading cross-regional strategy. I'm committed to growing my career long-term by contributing to impactful, purpose-driven work.

### **Experience**

#### **Global Head of Design**

*SMS Group GmbH: Global engineering leader in the metals industry  
Mönchengladbach, Germany: July 2023 - July 2025*

- Functional Leadership of 14, split out over Europe and Latin America
- Enhanced design efficiency by implementing a design governance framework that improved project turnaround time by 30%, ensuring timely delivery of design outputs across multiple regions
- Increased stakeholder satisfaction in 25% through regular feedback loops
- Successfully managed budget while optimizing resource allocation, reducing operational costs without compromising quality

#### **Head of Design (promoted from Product Design Manager)**

*Vetta Digital (SMS Group branch): Global center of excellence in industrial digitalization  
Belo Horizonte, Brazil. December 2021 - June 2023*

- Responsible for the leadership of 10 Product Designers
- Design Strategy Lead throughout the company, including OKSs and budget plan
- Developed and documented a comprehensive Product Design Process, increasing team's productivity in 20%
- Championed a data driven mindset across non-design teams, resulting in improvement of client satisfaction during sales cycle, measured through NPS and qualitative feedback
- Defined and managed the team's OKRs achieving alignment with the company's strategic goals and enhancing performance tracking across design projects

#### **Product Design Manager**

- Led Vetta's Design Team, overseeing career development, design quality and strategic alignment
- Defined and implemented initiatives to optimize the product design process in alignment with both company and client needs
- Set and managed team OKRs to ensure alignment with broader organizational objectives

## Senior UX Strategist

*Zup Innovation (Remote): Tech leader specializing in digital transformation*

*Brazil. August 2020 - December 2021*

- Led digital transformation initiatives by implementing agile methodologies across multidisciplinary teams in oil, logistics and banking clients
- Developed comprehensive product strategies aligned with business and user needs
- Planned, conducted and synthesized user research, including usability testing and user interviews, to inform design decisions

## Mid-Level Product Designer (Promoted from Junior UX)

*Blip: Leading conversational intelligence platform*

*Belo Horizonte, Brazil. April 2018 - August 2020*

- Responsible for the discovery and delivery process at BLiP platform (blip.ai)
- Recruitment and execution of interviews, user testing, research and construction of customer persona and journey map, as well as monitoring of post-launch metrics
- Structuring KPIs per project according to trimester's OKRs

### Junior UX and Conversational Designer

- Responsible for immersion and evolution workshops with distinct stakeholders
- Research and construction of customer persona and journey map
- Conversational architecture design to high complexity Chatbots
- User experience data analysis for roadmapping and bot evolution

## Education

**Design Bachelor - Universidade Presbiteriana Mackenzie - 2011 – 2015 (GPA 2,1)**

Including one year in Hogeschool van Amsterdam, AMFI - 2013 - 2014

## Internships

**Jewelry Designer** - Dileep Baid Industries // Jaipur, India - June/2016 - Aug/2016

**Teacher, researcher and designer** - Arch Academy of Design // Jaipur, India - Nov/2015 - May/2016

**Product Designer** - Argolla Bijoux & Bureau // SP, Brazil - Ago/2014 - Ago/2015

**Design Intern** - ADP (Brazilian Product Designer Association) // SP, Brazil - Jan/2013 - Jul/2013

## Languages

Brazilian Portuguese Native // English Fluent - IELTS 8,0 // German A2 (ongoing)

**Work Authorization:** Blue Card