

Júlia Palmeira Scucuglia

Senior Product Designer

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SUMMARY

Product Designer focused on AI-powered and complex digital products. With a background in Computer Science and specialization in Neuroscience & Behavior, I design experiences that reduce cognitive load, improve decision-making, and drive measurable business impact.

CORE SKILLS

Product Strategy • Behavioral UX • UX Research • Gamification • Systems Thinking • AI Workflows • Interaction Design • Analytics

TOOLS

Figma • Miro • Notion • Maze • UXCam • Vertex AI • GPT-based tools

EXPERIENCE

Senior Product Designer & Founding Team — Yuna (2023 – Present)

AI-powered personalized storytelling platform for children (100k+ MAU)

- Led product strategy and end-to-end design for Yuna's reading ecosystem, serving 100k monthly users globally.
- Designed the entire app and gamification systems (streaks, badges, mysteries), driving engagement in children aged 4–8.
- Created neuroscience-informed onboarding redesign increasing completion by 18 p.p and first book read by 16 p.p.
- Built AI-based research and generation tools, reducing drop-off in story creation by 8 p.p.
- Created flows and patterns, doubling user time in-app and increasing interactions by 20 p.p.

Senior Product Designer — Daki & Jokr (2021 – 2023)

On-demand grocery delivery platform (unicorn valuation US\$1.2B)

- Designed the core mobile customer experience in the year Daki achieved its US\$1.2B unicorn valuation.
- Led global platform migration, improving add-to-cart 4 p.p and AOV by 3 p.p.
- Created the first version of the Daki web platform.
- Elevated design maturity through rituals, mentoring, and alignment with product and engineering.
- Led the initiative to standardize Experience and Business Events across the Customer App, working closely with Data and Engineering to establish a unified event structure.

Product Designer — SAS (2020 – 2021)

EdTech platform providing digital learning content and educational tools for schools.

- Designed content library architecture (ebooks, videos, documents) across mobile and web.
- Built internal digital book-creation platform enabling editing and workflow customization.

EDUCATION

Postgraduate Degree — Neuroscience & Behavior, PUCRS (2024–2025)

Bachelor's Degree — Computer Science, UNIFESP (2019–2020)

Bachelor's Degree — Science & Technology, UNIFESP (2015–2018)