

# Ana Torquato

Service Designer

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## Methodologies

In depth interviews  
Heurist Evaluation  
Concept Testing  
Participatory Research  
Usability Testing  
Journey Mapping  
Persona Building  
Ideation Workshop  
User Diary  
Survey

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## Tools

Collaboration:  
Miro / Figjam

Project management:  
Asana / trello / Confluence /  
Jira

Transcription::  
Transkriptor

Survey: Qualtrics,  
Google Forms, Survey monkey,  
Mailchimp

Documentation:  
Confluence / Notion  
/ Sharepoint

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## Languages

English - Fluent level - C2  
Spanish - Medium level - B1

## Contacts

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## Overview

I have expertise in managing service design initiatives, concept validation, and innovation in the development of digital products, with a research focus on journey management and user experience. My research background also includes identifying behavioral and consumption trends, which are invariably applied to product and services strategies..

I am a professional specialized in Business Management, Trend Research, Design, and Innovation. I have knowledge of OKR methodologies, Design Thinking, Coolhunting, and other research practices and User Experience (UX) techniques to enhance project delivery and user satisfaction.

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## Professional background

### Livework Studio / Service Designer and UX Researcher Senior

JAN 2025 - ACTUAL POSITION - REMOTE - Exclusive for Bosch EMEA

#### Summary

I work as a UX Researcher at Livework, allocated to Bosch EMEA, conducting qualitative and quantitative research to understand users' needs, behaviors, and expectations, supporting the evolution of user-centered services. I am responsible for creating and refining journey maps and service blueprints, identifying critical touchpoints and opportunities for improvement. I facilitate workshops and co-creation sessions with stakeholders, analyze data, and translate insights into actionable recommendations for service innovation and optimization. I also coordinate usability testing, define success metrics, and evaluate the impact of UX solutions on business outcomes. I contribute to shaping the strategic vision of services, fostering a culture of design thinking and innovation, and developing and maintaining the design team's research repository. I use tools such as Miro, Figma, and AI-based solutions to support analysis, prototyping, and the communication of insights.

#### Main activities performed:

Creation and maintenance of the research repository (Confluence – Docupedia).

Proficiency in tools such as Miro, Figma, Transkriptor, and AI-based tools, including the development of an AI-supported Journey Mapping Guide. Experience in building service blueprints and user journey maps (over 80 service journeys mapped).

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## Experiences abroad

Programa de Aupair in America  
Program - 2008 - 2009.

Post Graduation - Lisbon and  
Barcelona - 2019-2020.

Web Summit - Lisboa - Women in  
Tech Group.

Coolhunting in Lisbon - University  
of Lisbon + Elisava Barcelona -  
Marvila Neighborhood Lead.

Design thinking Workshop  
facilitator - Elisava/ Barcelona  
and Maryland Business School.  
(Challenge: The Future of  
Education).

Strong communication and storytelling skills for delivering high-impact presentations in a foreign language.

Expertise in user research and data analysis, including metric definition and monitoring to support the UX Design team.

### Grupo Aliança Saúde /UX Researcher Senior

MAY 2024 TO AGOST 2024- REMOTE

#### Summary

Conducted and analyzed user research to identify users' needs, behaviors, and motivations, using qualitative and quantitative methods. Developed personas and mapped patterns and strategic insights to inform design and product decisions. Planned and executed usability testing to evaluate effectiveness and user satisfaction. Collaborated closely with designers, product teams, and stakeholders, providing data-driven recommendations and feedback. Strategically supported teams in identifying opportunities for innovation and continuous improvement of products and services.

#### Main activities performed:

360° service mapping based on a service blueprint perspective, including the definition of the 2025 improvement roadmap.

Conducted usability testing to enhance the online scheduling experience (end users) and IVR customer service.

### Estúdio Marte /Project Lead (UX /Service Design projects)

SEPTEMBER 2021 TO FEBRUARY 2023- REMOTE

#### Main responsibilities:

Worked on the planning, execution, and application of research in service design and innovation projects. Led digital projects focused on user experience, from concept to final delivery, ensuring strategic alignment, timeline adherence, and budget management. Applied agile methodologies (Kanban) to optimize workflows and improve team efficiency. Maintained continuous interaction with internal and external stakeholders, ensuring transparent communication and expectation alignment throughout the project lifecycle. Defined project scope, tools, and approaches based on Design Thinking, facilitated co-creation workshops, produced status reports and final deliverables, and provided structured feedback to project teams.

#### Main activities performed:

Conducted 8 concept validations for SulAmérica's super app.

Developed a lottery-style promotional application for BrasilCap.

Developed the Mamboo delivery application for users based in Angola.

Proposed a service roadmap based on design research for Swap financial services.

Developed the research repository and standard working model for the DASA Design team.

## **Grupo Palomax / Director - Operations**

AUGUST 2016 TO AUGUST 2021 - São Paulo

### **Summary:**

Strategic leadership in project and operations management, focused on organizational efficiency and continuous improvement of the customer experience, integrating areas such as Operations, Sales, Human Resources, and Marketing. Responsible for defining and executing strategic planning aligned with OKRs, ensuring coherence between business objectives, internal processes, and customer journeys. Implemented and monitored policies, standards, and operational procedures aimed at service quality and experience consistency. Led the Training & Development function, focusing on team enablement for customer value delivery, KPI definition, and performance tracking. Conducted market, competitor, and trend research to support strategic decision-making and service evolution. Monitored promotional initiatives, events, and sales channels to collect customer feedback and identify improvement opportunities. Managed CRM systems, relationship metrics, and e-commerce operations, contributing to customer journey optimization and product activation through marketing campaigns.

### **Main activities performed:**

Implementation of the Category Management model (3% increase in overall commercial margin).

Implementation of a Standard Operating Process model, resulting in improved operational processes and increased customer satisfaction.

Led the development of Performance Evaluation and Employee Engagement & Development surveys.

Implemented a task management model for Operational teams, including KPI development and performance management across 7 retail stores.

Developed and implemented the e-commerce channel operations (3% increase in overall sales and maintenance of sales levels during the pandemic period).

Implemented an Agile OKR management model, including the development of indicators to monitor the company's strategic objectives.

Defined consumer profiles and generated insights to support commercial strategies.

Implemented and managed the Customer Loyalty Program.

Implemented the NPS research model linked to the Loyalty Program.

Led the LGPD (Brazilian GDPR) compliance project as part of the responsible committee.

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## **Educational background**

### **Universidade de Lisboa/ Master in Communication and Culture**

SEPTEMBER 2021 - DECEMBER 2024 - LISBOA

### **Digital House/ UX Design**

JANUARY 2021 - JULY 2021, ONLINE

### **ELISAVA - Pompeu Fabra/ Design Thinking and Innovation**

AUGUST 2019 - FEBRUARY 2020, BARCELONA

### **Universidade de Lisboa/ Trends Communication and Management**

JANUARY 2019 - JULY 2020, LISBOA

**Fundação Dom Cabral / Executive Management**

MARCH 2020 - DECEMBER 2020, EMPRESARIAL

**Fundação Instituto de Administração - FIA/ MBA Retail Business Management**

JANUARY 2014 - DECEMBER 2016, SÃO PAULO

**Unesp - Bauru/ Social Communication - Public Relations**

JANUARY 2004 - DECEMBER 2007, SÃO PAULO