

Áurea André

Program Manager | Service Designer | IHC Professor

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PROFILE

Program Manager with extensive experience in **digital program management, service design, and customer journey transformation**. Skilled in **strategic thinking, problem-solving in fast-paced multicultural environments**, and **driving cross-functional initiatives**. Fluent in Portuguese and English, with expertise in **managing complex, multi-faceted projects** and delivering measurable business impact.

EXPERIENCE

Itaú Unibanco – São Paulo, Brazil

Program Manager | Modernization of Customer Journeys Squad

Jan 2025 – Present

- Lead execution of **customer experience strategies**, aligning initiatives with business goals and driving global and regional team alignment.
- Drive **operational excellence** by managing CX programs, optimizing processes, and improving efficiency and resource utilization.
- Foster **cross-functional collaboration** with Ops, Product, Tech, Business, and Global teams to ensure seamless execution and strategic alignment.
- Advocate for **customer-centric strategies**, integrating user needs and feedback into decision-making.
- Monitor program performance against KPIs, providing insights and updates to senior leadership.

Senior Service Designer | DesignOps – Ways of Working

Mar 2024 – Present

- Implement standardized design processes to ensure delivery quality and consistency.
- Analyze key metrics to optimize processes and support strategic decisions.
- Collaborate with cross-functional teams in agile, fast-paced environments.

Data Designer | DesignOps – Design Academy

Mar 2023 – Mar 2024

- Collected and analyzed training and career development data.

- Supported journey mapping and UX maturity assessment.
- Delivered insights to stakeholders through concise, actionable reports.

Ambev – São Paulo, Brazil

Data Product Designer – Supply Chain Technology

Apr 2022 – Feb 2023

- Designed internal data solutions (Open Data System – ETL) for supply chain processes.
- Conducted user interviews and usability tests to improve experience.
- Collaborated with multi-disciplinary teams to define success criteria and new features.

EDUCATION

Pontifícia Universidade Católica de Campinas – Campinas, Brazil

M.A. in Architecture and Urbanism | 2020 – 2021

Centro Universitário Adventista de São Paulo – São Paulo, Brazil

B.A. in Architecture and Urbanism | 2015 – 2019

Centro Universitário Adventista de São Paulo – São Paulo, Brazil

B.A. in Systems Information | 2014 – 2017

CERTIFICATIONS

- **Design System** – Meiuca | Dec 2021
- **User Experience** – FIAP | Jun 2021
- **Human – Centered Design for Inclusive Innovation** – University of Toronto | Jun 2024