

Adriana Tavares Torresan

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UX & Product Design Leader

Designs enterprise workflows, conversational systems, and AI-enabled product experiences across intelligent platforms and global organizations. Bilingual in English and Portuguese.

WORK EXPERIENCE

AI UX & Product Design Leader (contract via Hydsoft Co)

SAP — Enterprise and Agentic AI Systems | Palo Alto, CA | 2025–Present

- Leading UX design for an [agentic AI application](#) within SAP S/4HANA streamlining plant asset purchase approvals for Bosch, replacing 300 manual validations per person daily. Defined personas, OOUX models, user flows, and SAP design system-compliant mockups.
- Built a vibe-coded Claude Code prototype of the Bosch agentic flow for stakeholder alignment and user testing, with a human-in-the-loop model, ensuring trust and accountability.
- Leading visual design for SAP's [Homepage Harmonization](#) initiative, facilitating global workshops with 12 frontrunner product teams to align around the Hero Banner as the unifying design element.
- Delivering visual, interaction, variables, and accessibility specs for the component, part of the SAP Design System used by 440,000+ customers, now rolling out across 100+ product homepages.
- As part of the Intelligent Experience team, used vibe coding tools to accelerate design workflows and prototyping.

Fractional AI UX Design Leader

AdrianaTT Consulting | Glendale, CA | Dec 2022–Jul 2025

- Led UX strategy and GenAI product direction for [ColledgeNext](#), an AI-powered college counseling app for first-generation high-school students, from user interviews through flows and MVP scoping.
- Shaped the product pivot from an LMS to a chatbot college list builder, validating ChatGPT accuracy through prompt engineering and resulting in a trust-centered conversational experience.
- Directed UX strategy and redesign for [ParentCue](#), merging two fragmented sites (eCommerce and Media) into one unified platform in under 3 months, and a scalable design system with 5,000+ pages.
- Mentored designers, internal and client-side, coaching them on UX fundamentals, while contributing hands-on Figma work across wireframes, mockups, information architecture, and UI annotations.

Director of Product and Design

West Tenth — Marketplace startup | Los Angeles, CA | Feb 2021–Nov 2022

- Managed end-to-end product development for a women-owned business [marketplace mobile app](#) and admin tool, overseeing designers and engineers from discovery through launch and optimization, resulting in a 75% increase in sales conversions in one quarter.
- Drove alignment with engineering, marketing, and sales, around shared OKRs and product goals that resulted in 130% growth in sales orders compared to the previous year.
- Ran weekly generative research sessions — completing 40 interviews in the first month — translating user insights into design improvements that increased buyer retention by 40% in 90 days.

Fractional UX Design Leader

AdrianaTT Consulting | Glendale, CA | Mar 2020–Jan 2021

- Consulted with early-stage startups on UX strategy and product direction, leading discovery, user research, and MVP definition across consumer and B2B products.

Founder and CEO

Lupn — GovTech Communication Platform | Glendale, CA | 2017–2020

- Founded a B2B2C SaaS platform helping cities promote free and low-cost community events, programs, and news to residents, landing the City of Glendale as its first paying client and reaching 50% user registration among 250,000 residents in month one.
- Validated the concept through user research, designed the end-to-end experience, then hired and managed engineers and QA in agile sprints through prototyping, release, and iteration.

Senior UX Designer

Age of Learning — EdTech | Glendale, CA | Feb 2015–Feb 2017

- Designed innovative [AI-driven adaptive learning experiences](#) and personalized education workflows for ABCmouse.com, used by 20+ million children worldwide.
- Created [reporting and curriculum building tools](#) for school administration, mapping user flows and aligning with teachers and cross-functional teams to support student assessment and learning outcomes.

Prior Relevant Work

UX Designer (contract via Technicon Design) | Designworks - BMW Group | 2013–2014

- Performed benchmarking research on multimedia interfaces (MMI) of BMW competitors, informing design principles for future car models.

UX Designer (alias: adriana.x.tavares-nd@disney.com) | Walt Disney Imagineering | 2012-2013

- Led UX design for [StoryMaker](#), a pre-park experience website within the \$1B MagicBand, integrating platforms and park attractions. Managed vendors, designers, and cross-department stakeholders.

SKILLS

AI UX Design • Agentic AI • Conversational Interfaces • Intelligent Workflows • AI Adoption & Trust • UX Strategy • Interaction Design • Information Architecture • Design Systems • UX Research • Usability Testing • Customer Journey Mapping • Rapid Prototyping • Accessibility • Stakeholder Facilitation

Tools: Figma, Claude Code, Cursor, VS Code, FigmaMake, Miro

EDUCATION

Master of Arts, New Media | Academy of Art College, San Francisco, CA, U.S.A.

Bachelor of Arts, Graphic Design | Federal University of Rio de Janeiro, Brazil

LANGUAGES

English (fluent), Brazilian Portuguese (native).