

KRIS BASQUE

Head of Design | Design Manager

São Paulo - Brazil

SUMMARY

I am an experienced **Head of Design, Product Designer Specialist**, and **Entrepreneur**, bringing over **22 years of experience**, a robust design background, and a track record of dozens of successfully projects. I spearhead **Design & Innovation Strategies** and drive **Digital Transformation**, employing methodologies like **Human-Centered Design (HCD)** and **UX Research**. Presently at Cognizant, I lead the design team, crafting projects for national and global clients. My role involves guiding clients through complexity, understanding user's problems, and designing creative solutions to user problems.

PROFESSIONAL EXPERIENCE

LANXESS GERMANY

Lead Product Designer Specialist | June 2024 - Present

At LANXESS, I lead the creation and enhancement of features for our internal data platform, validating solutions through **qualitative user research** and **A/B testing** to ensure they deliver real value to end users.

I am also responsible for developing, maintaining, and evolving the LANXESS **Design System** in close **collaboration with the front-end team**. This includes **defining standards**, creating new components, refining existing ones, and ensuring consistency and usability across products to deliver a **better user experience**.

In addition, I lead the Brazilian team by conducting monthly, quarterly, and annual **performance evaluations**, **mentoring team members**, and **supporting their professional growth and career development**. I also contribute to talent acquisition by assessing technical capabilities and cultural fit before coordinating interviews with the German team. Throughout my role at LANXESS, I have expanded beyond traditional Product Design responsibilities, applying a multidisciplinary mindset and collaborating across different areas of the company to solve broader business challenges.

COGNIZANT

Product Designer Specialist & Home Manager | January 2022 - Present

At Cognizant, I work as a **Lead Product Designer Specialist & Home Manager**, overseeing the construction, leadership, and upkeep of a team of skilled designers. My role involves identifying ways to **support and foster their professional growth** within the organization.

I am also responsible for constructing **comprehensive digital products** from end-to-end, **collaborating across functions**.

NEOTIX INTERACTIVE AGENCY

Head of Design | June 2020 - June 2021

I led the building, management, and development of a skilled Design and Research team while **spreading a Design & Innovation mindset** within the company. Managed the design team, guiding them to achieve company goals through established methods and processes. Facilitated and organized tasks and the team's agenda, ensuring consistent delivery across all products through the implementation of a Design System.

INFO

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krisbasque.com
Password: **uxisnotui**

SKILLS

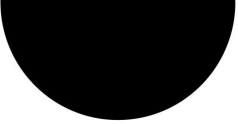
Design leadership
Team building
Strategic thinking
Design Strategy
Business Acumen
Communication
Collaboration
Ownership sense
Problem Solving
UX Research
Product Discovery
Design thinking

TOOLS

Figma
Figma Jam
Sketch
Illustrator
Photoshop
Miro
Notion
HTML 5
CSS 3
XCode

LANGUAGES

English - Proficient
Hungarian - Interm
Portuguese - Native



INFOSYS CONSULTING

Principal Design Manager | April 2018 - April 2020

As the Principal Design Manager, I navigated diverse challenges, encompassing:

Guiding ideation workshops in the Infosys Innovation Lab using **Design Thinking methodologies** for internal and external opportunity exploration.

Steering projects focused on **Digital Transformation**, cultivating robust customer relationships, and **fostering innovation** in large enterprises.

I delivered **impactful user experiences**, elevating satisfaction and optimizing user interactions. My contributions involve collaboratively shaping creative solutions through **Human-Centered Design**, tackling complex challenges with simple, intuitive, and user-friendly designs. Additionally, I played a pivotal role in defining brand strategy, assisting clients in aligning their voice with the target market while maintaining brand consistency. My expertise lies in crafting modern, user-friendly interfaces that precisely meet both client needs and user expectations.

DIAGONAL DEV

Co-Founder | March 2013 - April 2018

I **co-founded Diagonal** with a friend, a **dynamic development studio** dedicated to **elevating design, development, and creativity** to unprecedented heights. My multifaceted role spanned **UI/UX design**, Agile project management, and **Facilitation Design**, employing both **Design Thinking** and **Product Discovery** methodologies. Additionally, I handled recruitment, innovation strategies, and market and user research, and actively participated in pivotal company decisions.

At Diagonal, our primary focus was Mobile Development for both iOS and Android, crafting internal applications exclusively for major corporations.

In April 2018, our journey took a transformative turn as we were acquired by a prominent tech company. This shift marked a pivotal moment in my career, introducing a host of new challenges and opportunities.

EDUCATION

Analysis and Systems Development - FIAP | Jan 2022 - Nov 2023

Graphic Design - Escola Panamericana de Arte | Mar 2015 - Nov 2017

COURSES

Product Discovery - How Bootcamps

Design System Specialist - Meiuca

Specialisation in Facilitation Design - Echos Lab

Design Sprint - Mergo User Experience

Product Design: métricas e ciclo de vida do produto - Alura

UX Strategy: conhecendo o mercado e testando ideias - Alura

Certificate in System Analysis and Web Prototyping - Fiap

Certificate in Web 2.0 Development and Design - Fiap

Design Thinking - SAP Leonardo | Peru