

Larissa Guimarães

Product Development Coordinator

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PROFESSIONAL EXPERIENCE

MALHAS TEDA — Santa Bárbara d'Oeste, São Paulo, Brazil

Product Development Coordinator | 2023 – Present

Textile manufacturer specializing in circular knitwear, serving the womenswear and sportswear markets.

- Coordination of the product development team and management of knitwear and print collections, overseeing products from research and concept development through development and production. Collaboration with styling, production planning, manufacturing, sales, and suppliers, balancing creative direction, trends, technical feasibility, and commercial requirements.

Print Development Coordinator | 2020 – 2023

- Coordination of the print design and development team, from trend research and concept development through production follow-up. Contributed to the visual development of collections, color palette development, and direct client communication, translating briefs into creative solutions aligned with product requirements.

JOVEMENTE - Remote

UX Designer | Volunteer Experience | Oct 2021 – Mar 2022

Participated in a UX Design project focused on developing a solution to support adolescents' emotional well-being and facilitate their connection with healthcare professionals.

ESTÚDIO VELOTROL — Americana, São Paulo, Brazil

Senior Designer | 2014 – 2019

Design studio specializing in exclusive fashion prints and high-quality digital textile printing.

- Developed fashion prints and patterns based on creative briefs, trend research, and collection directions. Managed the creative team and followed projects through production, developing designs for brands including Carmen Steffens, Coca-Cola Clothing, Decathlon, Shoulder, and C&A.

ADDITIONAL EXPERIENCE

- **Course Coordinator - MicroPRO 2013 - 2014** - Santa Bárbara d'Oeste, São Paulo, Brazil
- **Graphic Design Instructor - MicroPRO 2012 - 2014** - Santa Bárbara d'Oeste, São Paulo, Brazil

EDUCATION

Bachelor's Degree in Graphic Design — UNIMEP | Methodist University of Piracicaba
Started in 2015 — Not completed

COURSES & CERTIFICATIONS

Knit Development & Pattern Design — Orizio Avanço S.A. | 2025

UX Design — UX Unicórnio | 2021 – 2022

UX Design · UI Design · UX Strategy · UX Research · UX Writing · Journey Mapping · Front-end for Designers · Workshop Facilitation

CORE COMPETENCIES

PRODUCT DEVELOPMENT & DESIGN

Collection Development · Pattern Design · Trend Research · Color Development · Knitwear Development · Production Processes

LEADERSHIP & COLLABORATION

Team Leadership · Cross-functional Collaboration · Effective Communication · Critical Thinking · Self-management · Knowledge Sharing

DESIGN TOOLS

Adobe Photoshop (10+ years) · Figma · Adobe Illustrator (Basic)

LANGUAGES

Portuguese: Native

English: Intermediate to Advanced