

# Luna Andreux

*Design Leader · Product Design & UX Strategy · Human-Centred Design Leader*

*I'm Luna (she/her), a Design Leader with 10+ years leading product design across consulting, SaaS, and service industries. Experienced in end-to-end MVP creation, client brand strategy, workshop facilitation, and building design practices from the ground up. Passionate about bringing human-centred thinking, design systems, and co-design into organisations that are ready to grow.*

*lunaluns*

Based in Melbourne, AU

Phone: 0476 169 972

Email: [luciana.andreux@gmail.com](mailto:luciana.andreux@gmail.com)

Linkedin: [@lunaandreux](https://www.linkedin.com/in/lunaandreux)

Portfolio: [lunaluns.com](https://lunaluns.com) (Password available upon request)

## EXPERIENCE

### **Design Director**

*Emanda Ventures · Melbourne, AU*

AUG 2024 - PRESENT

- Lead end-to-end product design for the Emanda App, from discovery and co-design through to high-fidelity prototype and developer handoff
- Direct brand reinvention, design strategy, and productisation of services for multiple consulting clients, applying proprietary design frameworks to accelerate delivery
- Design and facilitated stakeholder and user workshops, ideation sessions, and rapid prototyping sprints to align teams and validate ideas quickly
- Produce wireframes and interaction concepts for client-proposed app ideas, enabling informed investment and go/no-go decisions
- Own the full design scope of multiple MVPs: from visual identity and UX through to developer collaboration and QA
- **Impact:** Built, shipped and evolved 8 products. Facilitated productisation of services for 3 companies.
- **Notable clients:** ESG.TECH (platform design, end-to-end MVP), StayAligned for Mirrored Horizons (brand identity, naming, and product design from zero)

### **Senior Design Consultant to Design Team Lead**

*Servian / Cognizant · Melbourne, AU*

OCT 2019 - JUL 2024

- Progressed from Associate to Senior over 5 years, starting as the sole designer in Melbourne and building the practice to a cross-regional team of ten across Melbourne, Brisbane and Sydney
- Created and owned the design career framework for the practice, running performance reviews, individual growth plans, onboarding processes and supporting designers through their progression from junior through to senior level
- Founded and led Servian's Diversity, Belonging and Inclusion Guild, the first of its kind in the company
- Delivered product design across complex industries including data

## FACILITATIONS & SPEAKING

Mental Health Journaling

Workshop - RUOK / Servian + Isobar

Design Thinking 2-Day  
Bootcamp

Dashboard Design Workshop  
at Girls in Tech

"Consulting with Executive  
Dysfunction" Speech at  
Toastmasters Contest, 1st place  
club / 2nd place area level

Servian + Contino Movember  
2022 Panelist

Ladies that UX International  
Women's Day Talk - 'Best  
friends make the Best  
Co-Leads' Presented with  
Jessica Ogenche

## SKILLS

### DESIGN PRACTICE

Human-centred design ·  
Service design · Design  
thinking · Co-design ·  
Workshop facilitation · Rapid  
prototyping · Design systems ·

analytics, transport, insurance, financial services, and government

- **Impact:** Grew team from 1 to 10 cross-regionally
- **Notable projects:** ubank ChatBot Conversation Design; Bluescope Dashboards and Pricing Service Blueprints; DHHS Dashboard; Dept. of Transport RTDMS; Prudential Change Management

## **Senior UI/UX Designer and Project Manager**

*Collab Agency · Melbourne, AU*

NOV 2015 - FEB 2018

Introduced UX practice to the agency; led design for RPR Hair Care, AGLC Lau Review platform, and Bethel Funerals.

## **EDUCATION**

**Graphic Design Advanced Diploma · DaVinci School of Art and Digital Design, Buenos Aires (2006–2009)**

## **CERTIFICATIONS**

**Perception and Memory in HCI and UX, IxDF (2024), distinction: best in class**

**Agile Methods for UX Design, IxDF (2024)**

**Journey Mapping, IxDF (2023)**

**Introduction to UX Design for Accessibility and WCAG 2.0, Udemy (2020)**

## **COMMUNITY & MENTORING**

**Design Mentor at ADPList (Feb 2023 onwards)**

- ADPList 100, World's Most Influential Mentors in Design (2024)
- ADPList Top 1% Mentor globally (2025)
- ADPList Top 50 Mentor, multiple quarters (2024 to 2026)

**Design Mentor at IxDA (Feb 2021 - Feb 2022)**

**Member at Toastmasters (Oct 2019 - Jul 2024)**

## **Conversation design**

## **RESEARCH & STRATEGY**

Stakeholder alignment ·  
Discovery · User research ·  
Jobs-to-be-done · Service  
blueprints · Change  
management

## **SKILLS**

### **AI TOOLS**

Claude · ChatGPT · Figma  
Make · Miro AI · Comfortable  
combining AI tools to get  
stronger outputs than any  
single tool provides

### **DESIGN TOOLS**

Figma · Figma Make · Adobe  
Creative Cloud (*Illustrator,*  
*Photoshop, InDesign,*  
*AfterEffects*) · Sketch · Miro ·  
Mural · Webflow · Confluence ·  
Notion · Google Environment  
(*Slides, Sheets, Docs*) · Microsoft  
Environment (*Word, Excel,*  
*Powerpoint, Sharepoint*)  
Adaptable to new tools and  
stacks as needed