

JULIA LISBOA

Design Lead | Creative Direction | DTC & Direct Mail

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SUMMARY

I'm a Design Lead with 10+ years across DTC creative, direct mail, creative operations, and product design, currently leading a 17-person team producing 75+ designs a day at PostPilot. I enjoy working between design quality and the systems that keep it from falling apart, covering briefs, QA, handoff, onboarding, and giving designers enough context to do good work without guessing. I'm strongest in messy, high-volume environments where creative work needs better structure to grow without losing quality or burning out the team.

CORE SKILLS

Creative Team Leadership | Creative Operations & Workflow Design | Design QA & Review Systems | High-Volume DTC Production | Design Systems | Designer Onboarding & Mentorship | AI-Assisted QA Workflows | Cross-Functional Collaboration

EXPERIENCE

Design Lead / Founding Designer

PostPilot / Handwrite.io | Remote, USA | Aug 2021 - Present

- Joined as founding designer in 2021, before design was even a formal department, and helped build the in-house creative operation for a direct mail platform used by thousands of Shopify brands.
- Lead a distributed team of 17 designers producing 75+ direct mail designs a day; onboarded 27 designers into the team's briefing, QA, and handoff systems.
- Moved 70% of designs from a 4-step to a 2-step review process while holding ~95% on-time delivery, with most first drafts turned around within 24 hours.
- Built an AI-assisted QA system trained on the team's standards to flag missing brief details and copy errors before and after first drafts, reducing manual checking while keeping creative decisions with designers.
- Designed the original direct mail concept for Natural Catch, a CPG seafood brand; the creative remained in use four years later and generated ~19x average ROAS all-time (~21x year one, \$3.38M all-time revenue).
- Designed and directed creative work for clients including Netflix, Mattel, MrBeast, Lamborghini, Liquid I.V., Diane von Furstenberg, HexClad, and Dr. Squatch.

UX Designer, Founding Design Duo

MAG Finances / Aegon Insurance | Rio de Janeiro, Brazil | Feb 2021 - Jun 2022

- Part of MAG Finances' founding design duo, designing a regulated fintech product inside a legacy insurance group.
- Adapted Aegon's group-wide design system into a MAG-specific library covering onboarding, account access, payments, and insurance flows.

- Ran accessibility improvements and user testing across banking and insurance journeys built to Brazilian Central Bank requirements; the app cleared strict regulatory reviews with minimal design revisions.
- Designed broker-support and policy-access flows, including biometric authentication for returning users.
- Contributed to the product foundation as MAG Finances reached R\$500M in payment transactions within its first year live.

Graphic Designer

Lojas Citycol | Rio de Janeiro, Brazil | Aug 2020 - Apr 2021

- Sole in-house designer during the brand's shift to digital; built a full visual identity for an 80+ store fashion retail chain and led creative for six seasonal campaigns and its e-commerce launch.

Photo Lab Manager

MSC Cruises / Carnival Cruises / P&O UK | Onboard | Apr 2017 - Jul 2020

- Managed high-volume photo production on international cruise ships, shooting, editing, and distributing 20,000+ images weekly; progressed from Photographer to Lab Manager in four months.

Multimedia Designer

HarperCollins Brasil (contractor) | Rio de Janeiro, Brazil | Oct 2012 - Nov 2016

- Produced visual and educational materials for Rio de Janeiro's public school system, reaching 200,000+ students and teachers; co-created an award-winning book for the city's 450th anniversary.

SELECTED PROJECTS

Casa das Palmeiras *(Information Architecture, Volunteer)*

- Ran usability testing with 10 participants for this Rio de Janeiro mental health institution and proposed a clearer site structure around mission, donations, volunteering, and client artwork.

Galoa Science *(Interface Design, Concept)*

- Redesigned a dense academic event schedule into list and grid views with session cards and conflict detection, for clearer attendee planning.

EDUCATION

Master in Commerce, Big Data & Project Management | Universidad Isabel I, Spain - 2024-2025

Technologist Degree, Product Design | IBMR, Brazil - 2019-2022

Technical Diploma, Multimedia | NAVE Rio, Brazil - 2011-2013

TOOLS & LANGUAGES

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), HubSpot, HTML/CSS, PowerPoint, Slack

Languages: Portuguese (Native) | English (C2, IELTS 8.5) | Spanish (Intermediate) | German (Beginner)