

Brunella Augustin Marschner

Product Designer | AI & Data Visualisation | Complex Workflows | Enterprise SaaS

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PROFESSIONAL PROFILE

Product Designer with 5 years in SaaS, AI and embedded product interfaces, built on more than a decade of brand and visual design. Sole designer on every product team I have worked in at Talkwalker and Hootsuite, shaping product direction with Product Management, Data Science and Engineering from concept to release. I turn complex data, AI outputs and technical constraints into clear, production-ready workflows.

SKILLS

Product design: End-to-end product design · Interaction design · Information architecture · Data visualisation · Conversational AI UX · Design systems · Prototyping

Methods: Customer discovery interviews · Usability testing · Client feedback sessions · CSM interviews · Accessibility (WCAG) · Product and Engineering partnership · Agile delivery

WORK EXPERIENCE

UI/UX Designer, Talkwalker → **UX Designer**, Hootsuite

Feb 2022 – Jul 2026

Luxembourg

Talkwalker was acquired by Hootsuite in 2024. Sole designer on each product team.

- Took **Lumen Trends**, an AI trend-discovery product, from API proof of concept to a market launch in September 2026, co-defining scope and release priorities with the PM and an 8-person data science, search and engineering team.
- Shaped the product through client discovery interviews with the PM, wireframes tested against an early OpenAI-based prototype and CSM interviews that redefined its scope. The closed beta reached 59 client accounts and 100+ users, including global FMCG and Beauty brands, with 88% activation, and a module sold before general availability.
- Proposed and led the design transition of Lumen Trends and the AI assistant to Hootsuite's **Bento Design System**: launched the Lumen Trends beta on Talkwalker UI, then redesigned the next iteration in Bento with reusable components.
- Evolved Talkwalker's AI assistant (Yeti, later **Lumen Agent**) from a Q&A help tool into a context-aware assistant (Quick Search, Page-Aware and Widget-Aware modes). Designed the **Wisdom Studio** admin, where enterprises build custom agents and assign access by person or team, and co-designed the assistant's merge with Hootsuite's OwlyGPT into **Hootsuite Wisdom**.
- Redesigned **Conversation Clusters**: replaced a 1+ minute auto-load with a workspace landing page, enabled cross-language clusters in a single flow and doubled cluster capacity from 20 to 40.
- Redesigned core analytics components: adapted charts for new **forecasting** and **peak-detection** features, modernised the **Results widget** and full-content view, designed a 10-colour accessible chart palette and shipped a **Notes** feature for compliance workflows.

Career Break, Parental Leave & Relocation

Aug 2019 – Feb 2022

Germany → Luxembourg

UI Designer, Music Tribe (Behringer)

Dec 2018 – Jul 2019

Düsseldorf, Germany

- Redesigned the X32 firmware interface, improving information hierarchy and legibility within strict, embedded hardware and display constraints.
- Designed the master icon library and the effect graphics for the WING console, supporting multiple display sizes and resolutions.
- Redesigned the X32 audio routing experience from the legacy "Blocks of 8" model into a 1-to-1 patching matrix, simplifying a technically complex workflow; shipped in X32 firmware 4.0 (2019).
- Managed interface assets across low-resolution legacy TFT displays and modern HD touchscreens, ensuring consistent visual clarity across hardware platforms.

Studio Founder, Shine Ideas → BALM Design

Jun 2015 – Nov 2018

Brazil → Germany

- Co-founded Shine Ideas, a branding and digital marketing studio (Jun 2015 – Mar 2018): ~100 projects for ~15 clients across visual identity, social media and campaigns, managing each account from brief to delivery.
- Founded BALM Design after relocating to Germany (Mar – Nov 2018): ~8 branding and digital projects for ~6 clients.

- Art Director, TEIA Comunicação

Vitória, Brazil

Mar 2011 – Jun 2015

 - Led brand development, visual identity and promotional campaigns for retail and institutional clients.
- Art Director, C3 Comunicação

Vitória, Brazil

Jan 2006 – Mar 2010

 - Progressed from intern to Art Director, developing integrated retail campaigns, visual identities and commercial and institutional materials.

EDUCATION

Bachelor of Communication (Advertising) — Universidade Vila Velha (UVV), Brazil	2004–2007
English language studies — San Diego, USA	2010
Professional development: Leadership Essentials — McKinsey & Company	2025

TOOLS

Design: Figma (FigJam, Figma AI) · Framer · Photoshop · Illustrator · InDesign

Collaboration & delivery: Jira · YouTrack · Confluence · Miro · Notion · Pendo

AI in my workflow: Gemini (custom Gems for Jira tickets and technical meeting prep) · Cursor and Lovable (code prototypes)

LANGUAGES

Portuguese (native) · English (professional working proficiency) · German (limited working proficiency) · French (limited working proficiency)