RESUME · 2026

Paloma Kuhn

I design the **data experiences behind trustworthy AI** in enterprise SaaS, and I **train and mentor** the designers around me.

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Profile

Senior UX designer with over ten years at SAP and a path through marketing, events and operations before design. I co-lead UX for data governance, catalog and marketplace in SAP Business Data Cloud, products at the center of SAP's AI strategy. I work AI-first: AI handles synthesis, specs and prototypes, so my time goes to research, decisions and getting teams to agree on one coherent experience.

Experience

SAP · SINCE 2016

Senior User Experience Designer, Data & Analytics

Mar 2025 – Present

SAP Business Data Cloud · São Leopoldo, Brazil

- Co-lead UX for data governance, catalog and marketplace, products used by thousands of professionals managing nearly one million business-critical data assets.
- Lead the post-MVP design of Data Product Governance: multi-domain support, scoped roles and a governed access-request workflow. Design-final for scoped roles in October 2026.
- Run structured research and usability testing with enterprise users across three regions; two rounds with six customer organizations settled the navigation model.
- Run my design work on a persistent AI workspace that turns recordings, decks and wikis into specs and decision logs, and direct AI-built SAP UI5 prototypes covering several user stories. AI
- Contribute patterns to SAP's design system and align distributed product managers and engineers through workshops, with accessibility built in from the start.

Head of Marketing and Events

May 2023 – Feb 2025

SAP Labs Latin America · São Leopoldo, Brazil

- Produced events for audiences of up to 2,000+, including SAP d-com, the annual developer conference for 1,100+ participants, from concept to execution.
- Built written and visual content strategies that strengthened SAP Labs' presence as an employer and innovation hub in Brazil and Mexico.
- Aligned cross-functional teams across São Leopoldo, Brazil and Monterrey, Mexico.

User Experience Designer, Data & Analytics

Oct 2020 – May 2023

SAP Datasphere · São Leopoldo, Brazil

- Owned end-to-end UX for data modeling workflows, from early research and Figma prototyping to engineering handoff.
- Ran usability tests with real users at global events and brought the findings back into what the team built.
- Made highly technical workflows usable for people without a data-engineering background, with teams in Brazil, Germany, France, the USA and India.

Earlier
2013 – 2020

Executive Assistant · SAP HANA Database & Analytics May 2018 – Sep 2020
Ran communications and operations for the VP of Development across engineering, product and design teams in several countries.

Experience Center Consultant · SAP Apr 2016 – Apr 2018
Designed and shipped the SAP Visit Management System, taking it from a problem noticed locally to a prototype to a scheduling tool adopted by SAP Experience Centers worldwide.

Marketing & Administrative Operations Specialist · Yázigi Nov 2013 – Apr 2016
Marketing campaigns, social media and operations for a language school.

Selected work
PALOMAKUHN.COM/WORK

N° — 01
Designing Trust: Data Governance for AI
SAP Business Data Cloud · 2026

N° — 02
Growing Designers: Teaching, Mentoring and Community
SAP · 2020 – Present

N° — 03
Data Integration in SAP Datasphere
SAP Datasphere

N° — 04
SAP d-com, Development Conference
SAP Labs Latin America · 2025

Teaching & community

- Certified instructor in SAP's internal design training programs for six years.
- Co-organized the SAP Design Hub Mentoring Program (2026) and mentor in it 1:1.
- Lead SAP Design Talks (resumed 2026): 8 volunteers, 2 full-house talks of 100–120.
- Co-led the regional design community and grew its membership by 77% in a single year.
- SAP Labs Awards, Innovation category.

Publication

Communication Processes in Voice Interfaces: How People Experience Virtual Personal Assistants
With Eduardo Zilles Borba · TECCOG Journal, Vol. 9, No. 2 · Dec 2021 · In Portuguese

Survey of 62 people and 8 interviews on how people adopt and humanize AI voice assistants, and where they fail them.

Education

Graduate Certificate, Strategic Design
Unisinos · 2026 – 2027, in progress

Graduate Certificate, User Experience
UniRitter · 2022 – 2023

BA, Advertising and Marketing Communication
Unisinos · 2015 – 2020

Nielsen Norman Group (NN/g)
Design Tradeoffs and UX Decision-Making (2026) · Designing Complex Apps for Specialized Domains (2025) · Persuasive and Emotional Design (2020) · DesignOps: Scaling UX Design and User Research (2020) · Measuring UX and ROI (2020) · Lean UX and Agile (2020)

SAP
Formative Usability Testing: Script Writing, Moderation, Note-Taking, Data Analysis (2021)

Skills, tools & languages

User research · Usability testing · Interaction design · Information architecture · Design systems · Data modeling UX · Workshop facilitation · Cross-functional collaboration · Figma · SAP Fiori & UI5 · Claude Code · Codex · Framer

Portuguese native · **English** full professional · **Spanish** limited working

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