

# Averal Lourenco Product Designer

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Goa, India

## PROFESSIONAL EXPERIENCE

### UX Design and researcher

Skillsoft

08/2024 – Present | Remote

As a UX designer at Skillsoft, I have worked on the following things:

- Led the end-to-end design of an **AI-powered assessment authoring tool** within LX Design Studio, enabling enterprise admins to independently create, review, and publish custom skill benchmarks and assessments.
- Designed **AI-assisted workflows with human-in-the-loop controls**, ensuring admins could review, edit, override, or bypass AI-generated content, addressing trust, compliance, and enterprise AI restrictions.
- Streamlined journey customization by introducing **AI-powered micro-interactions** that reduced repetitive tasks while preserving full manual control within a single workflow.
- Redesigned the learner-facing assessment experience used by **millions of users globally**, reducing friction and improving usability across complex evaluation flows.
- Owned information architecture, interaction design, accessibility annotations, and stakeholder alignment while collaborating closely with Product and Engineering under **tight delivery timelines**.

### Product Designer

Questt

05/2024 – 08/2024 | Bengaluru, India

As the sole product designer at Questt, I have worked on the following things:

- Redesigned the Morrie app & website end-to-end to align with branding assets while ensuring visual and functional coherence across all platforms
- Overhauled the student onboarding experience, implementing progressive disclosure patterns to prevent overwhelming new users while maintaining completion rates
- Designed the AI tutoring interface and learning progress tracking system, helping students visualize exam preparation status, identify knowledge gaps, and plan their study schedules effectively
- Created intuitive pricing and subscription flows that clearly communicated value propositions to students
- Worked on the complete learner experience, including AI-assisted practice sessions, adaptive quizzes, and interactive flashcard features for exam preparation

### Product Designer

Bluelearn

05/2021 – 05/2024 | Bengaluru, India

As the lead web product designer at Bluelearn, I took charge of the following things:

- Led **web and mobile product design** across a platform serving **250K+ users**, owning complex recruiter–student workflows from discovery to hiring outcomes.
- Designed and scaled an end-to-end **hiring platform across web and app**, including dashboards, profiles, messaging, assignments, ratings, and notifications—grounded in competitive analysis and user research.
- Redesigned the **recruiter–student chat experience across web and mobile**, enabling hiring-specific actions such as calls, portfolio uploads, and assignments, resulting in a **38% increase in match rate** and **41% increase in message initiation**.
- Designed and shipped **community discussions and social features on mobile**, introducing text-based engagement patterns that increased **time spent by 32%**.
- Contributed to and evolved the **design system across platforms**, ensuring consistency while supporting new interaction patterns for both web and app experiences.
- Mentored 3+ designers and partnered closely with Product, Engineering, and Marketing to deliver features under real-world constraints.

## SKILLS

Product design · Web & mobile UX · Complex workflows · AI-assisted & human-in-the-loop systems · Enterprise & admin experiences · Design systems · Interaction design · Prototyping · User testing · Accessibility-aware design · Figma

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## EDUCATION

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**Bachelor in Computer science**  
*Padre Conceicao College of Engineering*

06/2017 – 05/2022 | Goa, India

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## REFERENCES

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**Harish Uthayakumar**  , *Founder, Bluelearn*  
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**Vinit Sarode**  , *Head of design, Bluelearn*  
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