

Rafael Rodrigues

UX Strategist & Product Designer

São Paulo - Brazil

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PROFILE

Creative, committed, responsible, proactive, collaborative, ability with design softwares, detailed, good written communication, self-taught learning and always interested in acquiring and sharing knowledge.

EDUCATION

MBA - Management with Emphasis on Leadership and Innovation

FGV - Fund. Getúlio Vargas
August 2021

Post-Graduation in Web Consulting and Technology

Faculdade Impacta de Tecnologia
December 2011

Multimedia Design

Centro Universitário Senac
December 2007

CERTIFICATIONS

UX-PM 3 | Leading UX

UXalliance
September 2019

Specialization in Facilitation Design

Echos - Design Thinking School
August 2019

The Interaction Design Foundation

Membership Certificate
October 2018

SKILLS

UX & Design

UX Strategy
User Research
User Flows
User Journeys
Design Thinking
Lean UX
Wireframes / Mockups / Prototyping
Web & Mobile UI Design
Atomic Design
Project Management
Agile & Scrum & Kanban & Lean...

WORK EXPERIENCE

Decisiv (USA)

April 2021 - Current

Senior Product Designer

I work closely to PMs in several projects from the company's portfolio. Using my Design and UX skills, I help to design and push new features and improvements into the products under development.

Modal (Bank)

June 2020 - June 2021

Product Design Lead & UX Strategist

Leading a team of three designers, I worked at the investment dept. (financial and stock market) with a holistic view for product development processes and activities - from discovery to prototyping and validation.

Bradesco (Bank)

April 2019 - March 2020

Senior Product Designer

I worked for the network of branches and internal departments having close contact with business areas to align strategic project objectives and to perform various UX and Product activities like product discovery, user research, field validation through usability tests and user interviews, product analysis/diagnosis/reports and mockups and prototypes.

ZUP IT Innovation

October 2018 - April 2019

Senior Product Designer

At Santander (Bank), Vivo (Telecom) and Safra (Bank), I was in charge for product improvements through the use of several design tools.

As UX Researcher, I performed product analysis using usability tests and prototypes. I also did consulting work for design, usability and UX issues.

BTG Pactual Digital (Bank)

July 2018 - September 2018

Senior Product Designer

I developed a workflow process for the new design team adopting concepts of Lean UX and Agile and carried out analyzes and improvements in the bank's digital channels (website and apps).

Medicinia

June 2016 - July 2018

Product Manager & Product Designer

I actively collaborated in strategic decisions for design and product reframing for the company's restructuring process in focusing on the B2B health market. Constant alignment for software delivery, sprints planning and product roadmaps with the development and business teams.

Tools

Figma
XD
Sketch
Photoshop
Illustrator
Miro
Google Analytics
Mixpanel

LANGUAGES

Portuguese

Native

English

Advanced Level
Business fluent

English - Advanced

LSI San Diego
January 2017 - February 2017

EXTRACURRICULAR COURSES

Innovation Management

Erasmus University Rotterdam
March 2020

Design Thinking for Innovation

University of Virginia
May 2018

Lean Analytics Workshop

Udemy
November 2016

DEVELOPMENT

Responsive Web Design
CSS/SASS
Java Script
jQuery
Backbone.js
Angular
Ionic & Cordova
Wordpress & Wordpress Themes
Git
App Store & Play Store Management

With broad and diverse activities in the daily operation of the company, I begun to establish contact with customers and stakeholders to plan and execute new projects, gather software requirements and business goals.

As Product Designer, I performed periodic quantitative and qualitative analysis of the product using metrics tools, user observation and validation interviews, always seeking to identify and come up with improvements and enhancements for the products in development.

Medicinia

July 2015 - February 2017

UX Lead

As UX team leader (4 people), I helped structure a new workflow and management for design execution and delivery activities. In a collaborative and horizontal way, we have structured countless experiments to validate new features and perform continuous improvement of the products under development.

User research, prototyping, usability tests, usability analysis and elaboration of several user journeys with continuous contact with Product and Technology teams were daily activities of the team.

Medicinia

February 2013 - July 2015

Senior Product Designer

As UX Designer I was responsible for user research and hypothesis validation with low, medium and high fidelity interactive prototypes. I also applied ideation and prototyping methods for internal alignments in the elaboration, development and launch of new B2C and B2B features and products with POs, Marketing and IT teams.

Also responsible for the information architecture of the entire system, I developed navigation flows, wireframes, prototypes and user research for product discovery activities.

Gabba (Digital Agency)

November 2012 - February 2013

UI/UX Designer & Front-end Developer

Porto Seguro (Insurance)

August 2012 - October 2012

UI/UX Designer & Front-end Developer

Senac São Paulo

February 2008 - August 2012

UI/UX Designer & Front-end Developer

Senac São Paulo

July 2007 - December 2007

Internship - Design