

# RAFAEL RODRIGUES

São Paulo - Brazil

## Senior UX & Product Designer

[www.rafaelmr.com](http://www.rafaelmr.com) / [rafael@rafaelmr.com](mailto:rafael@rafaelmr.com) / +55 11 962151-1245

### PROFILE

Product and UX Designer with over eighteen years of experience creating digital products in finance, SaaS, and healthcare. With a background in front-end development and UX research, I bring a holistic view of how strategy, design, and technology connect to deliver effective user experiences. I've collaborated with cross-functional teams in Brazil and abroad to build scalable, user-centered solutions that drive business impact, always guided by innovation, facilitation, and agile practices.

### EDUCATION

**MBA: Management with Leadership and Innovation**  
FGV - Getulio Vargas Foundation  
Aug 2021

**Postgraduate - Web Consulting and Technology**  
Impacta Technology  
Dec 2011

**Multimedia Design**  
Centro Universitário Senac  
Dec 2007

### LANGUAGES

**English**  
Full professional proficiency

**Spanish**  
Elementary Proficiency

**Portuguese**  
Native

### CERTIFICATIONS

**UX-PM 3 | Leading UX**  
UXalliance / Sep 2019

**Specialization in Facilitation Design**  
Echos - DT School / Aug 2019

### SKILLS

**UX & Design**  
Web & Mobile UI Design  
User Research  
Usability Testing  
User Flows & Journeys  
Information Architecture  
Wireframing  
Prototyping  
Design Thinking

### WORK EXPERIENCE

**Senior Product Designer / Apr 2021 - Present**  
Decisiv (USA)

- Collaborate closely with Product Managers, Engineers, and Business teams across multiple products in Decisiv's portfolio.
- Translate business goals and user needs into meaningful design solutions and new feature concepts.
- Lead end-to-end UX activities — from discovery and ideation to prototyping, testing, and implementation.
- Deliver product improvements that enhance usability, consistency, and overall user satisfaction.
- Partner with cross-functional teams to ensure every release delivers measurable value and aligns with company strategy.

**Product Design Lead & UX Strategist / Jun 2020 - Jun 2021**

**Modal Bank (Investment & Stock Market)**

- Led a team of three designers in the Investment Department, focusing on financial products and stock market initiatives.
- Oversaw end-to-end design processes — from discovery and research to prototyping and validation — ensuring user-centered solutions.
- Collaborated closely with Product Managers, Engineers, and Business teams to align design decisions with strategic goals.
- Drove continuous improvement of design quality, usability, and consistency across digital products.

**Senior Product Designer / Apr 2019 - Mar 2020**

**Bradesco Bank**

- Collaborated with multiple business areas to align strategic project objectives and deliver impactful UX solutions.
- Conducted product discovery, user research, interviews, and field validation through usability testing to inform design decisions.
- Designed mockups, prototypes, and diagnostic reports to support product analysis and continuous improvement.
- Facilitated co-creation and Design Thinking workshops to promote collaboration and innovation across teams.
- Led the development of a model for structuring UX teams and workflows in agile projects, improving design efficiency and delivery.

**Senior UX Designer / Oct 2018 - Apr 2019**

**ZUP IT Innovation**

- Designed navigation flows, wireframes, and user interfaces for projects with Santander Bank, Vivo Telecom, and Safra Bank.
- Conducted usability testing, created test scripts, and developed low and high-fidelity

## Tools

Figma  
Photoshop  
Illustrator  
Google Analytics

prototypes to improve product performance and user satisfaction.

- Collaborated with cross-functional teams to identify opportunities and deliver data-driven design improvements.
- Provided consulting on design, usability, and UX strategy, contributing to the success of multiple enterprise digital initiatives.

## Others

Product Management  
Agile & Scrum  
Responsive Web Design  
CSS/SASS  
Java Script  
jQuery  
Wordpress  
Git

### **Senior UX Designer / Jul 2018 - Sep 2018**

#### **BTG Pactual Bank**

- Developed a streamlined workflow process for the new design team, integrating Lean UX and Agile methodologies.
- Conducted in-depth analysis and proposed improvements to the UI and navigation flows across the bank's digital channels, including web and mobile platforms.
- Designed a comprehensive plan for the redesign of BTG Pactual Digital's logged area, enhancing usability and overall user experience.

### **Product Manager & Product Designer / Jan 2017 - Jul 2018**

#### **Medicina (Health Tech)**

- Collaborated on strategic design and product reframing decisions during the company's transition to the B2B healthcare market.
- Worked closely with Engineers and Business teams to align software delivery, sprint planning, and product roadmaps.
- Partnered with customers and stakeholders to define requirements, business objectives, and project priorities.
- Conducted quantitative and qualitative analyses using metrics tools, user observation, and validation interviews to identify opportunities for improvement and innovation.
- Contributed to product evolution through continuous discovery and iterative design, ensuring user needs and business goals were consistently aligned.

### **UX Lead / Jun 2015 - Dec 2016**

#### **Medicina (Health Tech)**

- Led a team of four UX designers to establish a new workflow and management structure for design execution and delivery.
- Conducted user research, prototyping, usability testing, and analysis to validate new features and continuously improve existing products.
- Collaborated closely with Product and Engineering teams to refine user journeys and enhance the overall user experience.
- Fostered a collaborative and experimentation-driven environment, encouraging iterative design and continuous learning across the team.

### **Senior UX Designer / Feb 2013 - Jun 2015**

#### **Medicina (Health Tech)**

- Conducted user research and hypothesis validation using low, medium, and high-fidelity interactive prototypes.
- Collaborated with Product Owners, Marketing, and Engineering teams to ideate, prototype, and launch new B2C and B2B features.
- Designed and maintained the product's information architecture, including navigation flows, wireframes, and prototypes to support discovery activities.
- Applied user-centered design methods to ensure usability, consistency, and alignment between business goals and user needs.

### **UI/UX Designer & Front-end Developer / Jul 2007 - Feb 2013**

Gabba (Digital Agency)  
Porto Seguro (Insurance)  
Senac São Paulo (Education)