

RAFAEL RODRIGUES

São Paulo - Brazil

Senior UX & Product Designer

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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
Cursor
Claude

Others

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

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.

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

Medicinia (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

Medicinia (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

Medicinia (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)