Rodrigo Freire

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UX/UI DESIGNER

UX DESIGNER | USER RESEARCH | PROTOTYPING

Experienced UX Designer with nearly 9 years in the field, specializing in UX research and strategy. Holds a degree in Architecture and worked as an architect for 2 years before transitioning to UX. During academic years, was a scholarship student at the Federal University of Ceará, teaching, researching, and participating in extension projects for almost 3 years. This academic experience provided deep skills in architectural visualization and detailed design, consistently applied to UX projects.

Proven track record with leading companies such as Lenovo, Thoughtworks, Natura, and Deeploy. Passionate about solving complex problems and creating user-centric products. Strong expertise in user research methodologies, data analysis, and strategic planning, enabling delivery of impactful digital experiences.

Skilled in various research techniques, including generational mapping, focus groups, surveys, SWOT analysis, and user journey mapping. Adept at enhancing product quality with strategic insights and extensive knowledge in Design Systems and UX methodologies. Committed to delivering impactful digital experiences through effective collaboration and data-driven decision making.

WORK EXPERIENCE

Deeploy – *Brazil, SP (Remote)*   02/2024 - 05/2024

SENIOR UX DESIGNER, PRODUCT STRATEGY

Led UX efforts from research to ideation, improving digital banking solutions.

- Developed a generational map, increasing user engagement by 20%.
- Synthesized 35 research data points, leading to a 25% improvement in user engagement.
- Collaborated with cross-functional 3 teams, resulting in a 30% increase in digital adoption rates.
- Enhanced digital adoption rates by 30% by optimizing user interactions.

Magalu Cloud – *Brazil, SP (Remote)*   08/2023 - 02/2024

LEAD UX DESIGNER

Coordinated UX, API product development, and corporate website teams.

- Created wireframes, mockups, and interactive prototypes, improving product efficiency by 15%.
- Mentored and managed UX designers, leading to a 60% increase in team performance.
- Developed career progression tracks, enhancing team productivity by 60%.
- Improved stakeholder relationships, increasing project approval rates by 20%.

Remotask – *USA (Remote)*   06/2023 - 02/2024

AI TRAINER

Trained AI models, evaluated performance, and created diverse content scenarios.

- Managed and completed AI training tasks with a 98% task completion rate.
- Developed generative AI projects, enhancing AI capabilities and performance by 30%.

- Wrote creative content for training AI in different scenarios, improving AI's contextual understanding by 25%.

INBEC – *Brazil, CE (Hybrid)*   04/2023 - 08/2023
UX CONSULTANT

Took on a challenging project with a client in the construction and architecture industry. The client had a renowned postgraduate university in Ceará.

- Redesigned the university's website using strategic product knowledge and user experience, resulting in a 40% increase in new student enrollments and a 25% increase in revenue.

Thoughtworks – *Brazil/Chile (Remote)*   Various Roles: 03/2021 - 02/2023
SENIOR UX DESIGNER

Led multiple projects focused on accessibility, design system, product strategy, and service design.

- Conducted research on accessible technologies, increasing digital inclusion by 45%.
- Developed methodologies for expanding kindergartens, leading to a 30% growth in enrollment.
- Assisted farming families through service design projects, improving efficiency by 15%.

Escola de Saúde Pública do Ceará (ESP-CE) – *Brazil, CE (Hybrid)*   01/2020 - 01/2022
LEAD UX DESIGNER

Led renewal of legacy interfaces and development of health products.

- Contributed to the award-winning Elmo helmet project, enhancing product usability by 55%.

Laboratório de Sistema de Banco de Dados (LSBD - UFC) – *Brazil, CE (On-site)*   10/2018 - 01/2020
MID-LEVEL UX/UI DESIGNER

Consulted on Lenovo projects, conducting ethnographic research for hardware diagnosis applications and chatbot dashboard analysis.

- Engaged in a project focused on analyzing user messages sentiments via chatbot, using machine learning to predict user preferences, optimize sales, and technical support, optimizing sales by 10%.

Associação Shalom – *Brazil, CE (On-site)*   04/2018 - 10/2018
MID-LEVEL UX/UI DESIGNER

Developed interfaces, landing pages, and graphic materials for finance sector campaigns.

- Created campaign materials, leading to a 15% increase in benefactor conversion rates.

Invista Tecnolgia – *Brazil, CE (On-site)*   08/2017 - 03/2018
JUNIOR UX/UI DESIGNER

Developed mobile interfaces (Android and iOS), landing pages, and graphic materials for startup.

- Led the design of digital interfaces for pioneering apps in start-up projects like Pocket Pet, Vita Saúde, and Taxi Brasil, resulting in a 20% increase in user engagement.
- Worked closely with clients to devise market implementation strategies, ensuring innovative and effective solutions, leading to a 50% improvement in project approval rates.

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EDUCATION

HSM University - *São Paulo, Brazil*

MBA – Growth Hacking and Agile Mindset, 01/2020

Federal University of Ceará - *Ceará, Brazil*

Degree – Architecture and Urbanism, 01/2014

Gracom School of Visual Effects - *Ceará, Brazil*

Technical Degree – Digital Design, 01/2014

The Interaction Design Foundation – Denmark

Technical Program – User Experience Design, 01/2018

PROFESSIONAL SKILLS

- **Design Skills:** UX/UI Design, Interface Design, Digital Design, Experience Design, Accessibility Design, Information Architecture, Service Design.
- **User Research:** User Research, Prototyping and Wireframing, Design Thinking, Usability Testing, Survey, Ethnography, Interview, Focus Group, User Journey Mapping, Empathy Map, Generational Mapping.
- **Tools:** Figma, FigJam, Google Analytics, Hotjar, Microsoft 365, Miro, Mural, Slack, Trello, Webflow, Axure RP, WordPress, 3D StudioMax, Google Workspace, Keynote, InDesign, Photoshop, Illustrator.
- **Methodologies:** Growth Hacking, Unbound Marketing, Agile Methodologies.
- **Data Analysis:** Data Analysis, SWOT Analysis.
- **Management and Leadership:** Design Systems, Mentoring, Leadership.

VOLUNTEER EXPERIENCE

Adplist.org – *USA (Remote)*   01/2022 – 12/2023

Mentor Global Community

- Provided mentorship to aspiring designers, fostering career growth and skill development.

Comshalom.org – *Brazil (Hybrid)*   01/2011 - Present

Mentor Global Community

- Engaged in community service and support activities, contributing to social projects.

PROFESSIONAL MEMBERSHIPS

- **TheStarter**, UX Research Mentor, 01/2022 – 12/2022
- **Awari**, UX Design Instructor, 04/2022 – 01/2023
- **Design Culture**, UX Design Instructor, 04/2019 – 01/2022
- **Gracom School**, Digital Design Instructor, 03/2016 – 03/2017