

RAFAEL GUIMARÃES OLIVEIRA

Senior Product Designer | UX Strategy | Scalable & Data-Driven UX

Contact Information

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PROFESSIONAL SUMMARY

Senior Product Designer with **13+ years of experience in design**, including **6+ years specializing in Product Design**. Proven ability to create **data-driven UX strategies** that enhance business performance, optimize user engagement, and streamline operational efficiency. Strong background in **B2B, SaaS, marketplaces, and mobile platforms**, leading UX initiatives that have **increased conversion rates, improved onboarding processes, and enhanced platform usability**.

Currently seeking **remote-friendly or relocation-supported opportunities in Canada and the U.S.**, with companies that value **user-centric design and data-driven decision-making**.

Key Achievements

- **CVC Mobile App**: Revamped search experience, improving **App Store & Google Play ratings from 2.0 to 4.6**.
- **B2B Onboarding Optimization**: Increased onboarding conversion rates by **53.4% (10.3% → 15.8%)**.
- **Lead Verification Improvement**: Enhanced lead verification by **135.4% (500 → 1177 per week)** through UX and automation.
- **Feature Adoption**: Improved product adoption, resulting in a **93.3% increase in sign-ups** for key business features.

CORE SKILLS & EXPERTISE

- **Product Strategy & Business Impact** – Aligning UX with company growth, revenue, and engagement goals.
- **UX Leadership & Cross-Functional Collaboration** – Partnering with PMs & Engineers for scalable solutions.
- **Design Systems & Scalable UX Frameworks** – Standardizing design across teams and products.
- **Data-Driven Decision Making** – Leveraging analytics & research to shape product vision.
- **End-to-End Product Design** – Strategy, research, validation, prototyping, execution.

- **Mentorship & Team Growth** – Supporting designers, leading critiques, and improving processes.

PROFESSIONAL EXPERIENCE

Senior Product Designer

Rappi | Sept 2022 – Present

Colombia, Mexico, Brazil, Argentina, Chile, Peru, Uruguay, Ecuador, Costa Rica

- Led **B2B & back-office platform design solutions** across **9 international markets**.
- Increased onboarding conversion **from 10.3% to 15.8% (+53.4%)**, reducing drop-offs.
- Boosted lead verification by **135.4%**, refining self-onboarding and automation.
- Reduced merchant menu setup time by **11.5%**, improving partner activation speed.
- Developed a **cross-platform admin experience**, standardizing interfaces for web, tablet, and mobile.
- Partnered with PMs & Engineering to **reduce tech debt and streamline UX workflows**.

Product Designer

CVC Corp | May 2018 – Sept 2022

Brazil, Argentina, Mexico, Colombia, Peru, Chile, U.S.

- **Redesigned CVC mobile app**, increasing user engagement and improving ratings.
- Designed & launched the **first loyalty program page**, enhancing user retention.
- Transitioned app from **WebView to native**, significantly improving performance.
- Developed **flight booking redesign**, boosting conversion rates and usability.

UX/UI Designer

Home Collection | Feb 2015 – May 2018

Brazil, China, Belgium

- Developed **two e-commerce platforms**, optimizing performance and reducing maintenance costs.
- **Enhanced product pages**, increasing engagement by 40% and conversion rates by 25%.
- Established an **in-house photography studio**, producing **4,000+ high-quality images**.

Previous Experience

- **Agência Digi** – UX/UI Designer (2014 – 2015)

- **SKY Brasil** – Web Designer (2012 – 2014)
- **Peras Ideias** – Web Designer (2012)

EDUCATION

- **Postgraduate Degree in Digital Design & New Media** – Centro Universitário Belas Artes de São Paulo (2017 – 2019)
- **Bachelor's Degree in Digital Design** – Universidade Anhembi Morumbi (2011 – 2014)
- **Master-Level Product Design Program** – UX Unicórnio (2020)

TOOLS & TECHNOLOGIES

- **Design & Prototyping:** Figma, Sketch
- **Research & Analytics:** Hotjar, Google Analytics, Dovetail
- **Project Management:** Miro, Notion, Confluence, Jira

LANGUAGES

- **Portuguese** – Native
- **Spanish** – Full Professional Proficiency
- **English** – Full Professional Proficiency

CERTIFICATIONS

- UX Strategy: Diverging & Refining Ideas
- UX Research: Understanding Your Users