

## RAFAEL GUIMARÃES OLIVEIRA

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

### Contact Information

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## PROFESSIONAL SUMMARY

Product Designer Lead with **14+ years of experience in design**, including **7+ 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. **Experienced translating complex credit, risk, and compliance requirements into clear user journeys and scalable systems in regulated environments.**

**Open to remote or Canada-based opportunities, ideally in fintech, where design leadership, systems thinking, and data-informed decision-making drive end-to-end product impact..**

### 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

- **Fintech & Regulated Products** – Designing for credit, risk, compliance, and secure decision-making.
- **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

## Product Design Lead

Thoughtworks | Jun 2025 – Present

*Remote · Global Financial Clients (LATAM & North America)*

- Acting as Product Design Lead on the Expert side, driving the end-to-end experience of **MiBanco's B2B mobile credit-lending platform** for micro-entrepreneurs in a highly regulated financial environment.
- Increased onboarding conversion **from 10.3% to 15.8% (+53.4%)**, reducing drop-offs.
- Translating complex credit logic, underwriting rules, and compliance requirements into clear, intuitive user flows and information architecture that support secure and efficient decision-making.
- Collaborating closely with Product Management, Engineering, Compliance, Operations, and Data teams to ensure alignment between financial regulations, business objectives, and operational constraints.
- Driving product-level UX strategy, contributing to system-level decisions and influencing roadmap priorities beyond individual features.
- Playing a key role in stabilizing a previously fragmented stakeholder landscape, reducing rework, improving communication, and strengthening long-term partnerships across financial and operational teams.
- Experienced translating complex credit, risk, and compliance requirements into clear user journeys and scalable systems in regulated environments.

## 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

- **AI for Designers – Top 10% Distinction**

*Interaction Design Foundation – Issued Apr 2025*

UX Design · Human-Centered Design · Prompt Engineering · Ethical AI

- **FullStack Certified – Senior Product Designer**

*FullStack Labs – Issued Apr 2025 (Valid through Apr 2026)*

Practical assessment validating senior-level skills for global teams

- **Master-Level UX, UI & Product Design Certificate**

*UX Unicórnio – Issued Nov 2020*

UX Strategy · Design Systems · Agile UX · Conversion Rate Optimization · Stakeholder Collaboration

- **Assertive Communication & Public Speaking**

*Fundação Podemos – Issued Sep 2024*

Leadership communication · Presentation skills · Persuasive storytelling