Rodrigo Peixoto

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Senior Product Designer

Responsive Platforms, Figma Expert, HTML/CSS Integration, Accessibility

Professional Summary

Passionate Product Designer with 10+ years of experience in **product management** and end-to-end design. I excel at **transforming customer needs into user journeys**, creating **visually appealing and intuitive interfaces**, and **documenting design guidelines** that our development teams bring to life. Thrive in **fast-paced, deadline-driven** startup environments, collaborating closely with Product Managers and Creative Directors to **conduct research, prototype new user experiences**, and present designs to peers and executives. Dedicated, enthusiastic, with a strong sense of humor—and always focused on making a real impact.

Core Skills

- **User Journeys & Research**: Customer needs analysis, personas, journey mapping, user cases & scenarios
- **Interface Design**: Wireframes (Lo/Hi-Fi), interactive prototypes, mockups, micro-interactions (Lottie)
- **Visual Assets & Guidelines**: Typography, color theory, iconography, symbol libraries, copywriting in English
- **Design Systems**: Tokens, components, symbol libraries, Figma governance, cross-functional workshops
- **Collaboration & Presentation**: Partner with PMs & Creative Directors, stakeholder management, executive demos
- **Technical Integration**: HTML/CSS-ready specs, accessibility (WCAG), developer hand-off documentation

Selected Experience

Senior UI/UX Designer — MoveUp Media (Sports-Prediction App)
Contract, Remote FR/BR | Aug 2024 – May 2025

- *Translated customer needs into end-to-end user journeys and Hi-Fi prototypes, boosting onboarding conversion by 30%.*
- *Governed a Figma-based design system and symbol library, defining tokens and maintaining design guidelines for a remote-first team.*
- *Collaborated with Product Manager and development leads to conduct research, build wireframes & mockups, and present designs to executives.*
- *Produced visual assets and developer-ready HTML/CSS specs, reducing front-end rework by 40%.*

Senior UX Designer (Fintech) — Deeploy
Freelance, Remote BR | Feb 2024 – May 2024

- *Redesigned onboarding flows through user research, remote usability tests, and rapid prototyping, increasing activation by 30%.*
- *Developed detailed user cases, scenarios, wireframes, prototypes, and mockups for complex finance dashboards.*
- *Created typography-driven style guides and asset libraries; documented color theory applications for consistent branding.*

- *Presented iterative designs to stakeholders, maintained open communication and direct feedback loops.*

Lead Product Designer — Magalu Cloud (SaaS)
Contract, Remote BR | Aug 2023 – Feb 2024

- *Directed product management of self-service modules, transforming customer needs into user journeys across billing, identity, and DBaaS.*
- *Built and scaled a design system with symbol libraries in Figma; ran cross-functional workshops to align dev, PM, and creative teams.*
- *Delivered polished mockups and visual assets; documented design guidelines for typography, color palettes, and component usage.*
- *Presented quarterly roadmap demos to leadership; fostered a startup mindset of experimentation and growth.*

Senior UX Designer — Thoughtworks (Govt e-Services) | Remote (CL/BR)
Mar 2021 – Feb 2023

- *Owned full UX lifecycle: stakeholder discovery, IA, wireframes, prototypes and HTML/CSS collaboration.*
- *Ran 40+ usability sessions and data analysis to refine navigation and increase task success by 22%.*
- *Ensured inclusive design (WCAG AA) and mentored juniors on heuristic evaluation and service blueprinting.*

Aditional Experience

- ***ESP-CE*** *– UI/UX Designer (2020): Healthcare platform; UI input logic + WCAG alignment*
- ***LSBD/Lenovo*** *– UX Designer (2018–2020): AI dashboards, chatbot UX, AR/VR research*
- ***Shalom Association / Invista Startup / Gracom*** *(2016–2018): Web/UX design, instruction, and startup MVP work*

Consulting & AI Integration Highlights

- *Used AI (ChatGPT/Gemini) to simulate algorithmic logic and evaluate model accuracy in UX testing*
- *Mentored junior designers in code-quality design standards and front-end dev collaboration*
- *Applied HTML/CSS fluency to build logic prototypes and test with AI/UX variants*
- *Conducted bilingual usability testing with input validation scenarios (EN/PT)*

Education & Certifications

- **Master's in Surgical Medical Sciences** (in progress) – Federal University of Ceará (UFC).
- **MBA, Growth Hacking & Agile Mindset** – HSM University.
- **Bachelor's, Architecture & Urbanism** – Federal University of Ceará (UFC).
- **Technical Diploma, Digital Design** – Gracom School of Visual Effects.
- **Certifications:** Interaction Design Foundation (UX Design), IBM Enterprise Design Thinking Practitioner, PUC Minas (Design-Driven Innovation), Alura (UX Research), ADPList (UX Mentorship).