

## **Rodrigo Pitorri**

Lead Designer | Senior Product Designer  
São Paulo, Brazil

Portfolio: [www.rodrigopitorri.com](http://www.rodrigopitorri.com)

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## **RESUME**

I've worked in digital design since 2003 with companies in Brazil, Colombia, Spain, and the U.S.

Designer based in Brazil, proficient in all significant Product Design disciplines - UI, Visual, UX, UX Research, and Workshop Facilitation - leading the design of digital products and crafting unique User Experiences.

Highly skilled in research, UX strategy, a Design Leader hands-on, designing high-fidelity user interfaces, prototyping, and testing interactions, always seeking the answer to the question "How can we create something people love?".

The most satisfying aspect of my job is delivering solutions for the company's complex problems and designing products that improve people's lives. My professional success is based on my extensive knowledge of UX Design.

Another curiosity about me, I have double citizenship as Brazilian and Italian.

## **EXPERTISE**

Product Design: UI, Visual, and UX Design, Design Leadership

## **OTHER SKILLS**

UX Research, Workshop Facilitation, Creative Art Direction, Branding, Illustration, 3D, Photography

## **RELEVANT WORK EXPERIENCE**

### **Rappi (Jun/21 - Present) - Bogotá, Colombia (remote)**

#### **Design Lead - Senior Product Design - UX, UI Design, and Facilitation**

As a Product Designer Lead hands-on - Senior Product Designer, I've been leading Rappi Travel's product design department, an online travel agency for users in Colombia, México, Peru, Brazil, and Chile. Rappi Travel's mobile and desktop web application offers simple and intuitive usage, clear and well-organized information, is visually attractive, safe, and intelligent, and completes users' tasks as much as possible. Rappi Travel's products are Flights, Hotels, Cars, Packages, Buses, and Activities.

I've been working as a UX Designer on:

### 1. Design Management:

- Led, structured, and organized Rappi Travel's design
- Understanding the business needs
- Design task management
- Helping the team with the work process and the best design practices

### 2. UX Design:

- UX exercises to understand better the user needs
- Benchmark and competitor analysis maps
- Problem inventories on screens and flows and ideating some assumptions to solve issues
- User Story Maps
- Mapping flow charts
- User cases in different scenarios
- Usability tests
- UX documentations
- Design facilitation to stakeholders

### 3. UI Design:

- Design System development from scratch and maintenance to have solid and consistent work (mobile and web)
- High-fidelity UI screens
- High-fidelity prototypes to understand better navigations, behaviors, and smooth flows
- Handoffs for devs
- UX UI Design review after development, before the final deployment

### **Toptal (Dec/21 - Present) - Freelancer - Global company (remote)**

#### **Senior Product Design - UX, UI Design, and Facilitation**

Currently, I'm a high-ranked freelancer able to work for Toptal's clients as a Senior Product Designer. Toptal is a global remote company that provides a platform connecting businesses with top freelance designers worldwide.

### **Box Programming (Jun/21 - Jul/21) - Ambush's contractor - Austin, US (remote)**

#### **Senior Product Design - UX, UI Design, and Facilitation**

I designed a web-responsive tool to help gym managers schedule and track workouts efficiently.

### **RevvUp (Apr/21 - Jun/21) - Ambush's contractor - New York, US (remote)**

#### **Senior Product Design - User Experience Design, User Interface Design, and Workshop Facilitation**

I designed a product for the American car dealership industry. Activities include leading the design process, understanding business needs, product management with the CEO, a mentor for product methodologies, leading the end-to-end Product Design process, workshop facilitation with stakeholders (CEO and CTO), UX and UI Design for Payments, and other features.

### **SmartMEi | WORK (Aug/19 - Apr/21) - Lead Product Designer - São Paulo, BR (partially remote)**

### **Product Designer Lead hands-on - User Experience Design, User Research, and User Interface Design**

A startup that helps contractor MEIs (individual micro-entrepreneur), ME (micro-company), and EIRELI (Individual Limited Liability Company) manage their company: accounting, benefits, invoices, and finances. On the other hand, it allows companies to make payments in bulk for contractors as workers. I designed incredible digital products, such as back-office web platforms for payments in bulk and apps for small and mid-sized businesses (SMBs) and contractors. Activities include design management, leading the design team, understanding business needs, leading the end-to-end Product Design process, co-creation with stakeholders, facilitation, UX research, problem mapping, insights and ideation, wireframes, prototyping, user testing, and metrics monitoring. I also helped to plan the Design System project and the UX Writing Guide.

### **Tritone (Apr/18 - Ago/19) - Senior UX and UI Designer- São Paulo, BR**

#### **User Experience Design, User Interface Design, and Design Sprint's Workshop Facilitation**

I led the user experience design of several features and products for different clients and projects, like native APPs, back-office platforms, and responsive web apps. I also had the opportunity to work some time as a Design Sprint workshop facilitator.

### **Jüssi (Jun/16 - Sep/17) - UX, Senior UI and Visual Designer - São Paulo, BR**

#### **User Experience Design, User Interface Design, Visual Design, and Digital Creative Art Direction**

I designed the user interface features and products for different clients and projects, like web platforms and responsive web apps. In some eventual projects, I also contributed to working on the user experience design.

For more, visit: [linkedin.com/in/rodrigo-pitorri](https://www.linkedin.com/in/rodrigo-pitorri)

### **LANGUAGES**

Portuguese- native

English - advanced

Spanish - advanced

Italian - basic

### **COURSES / EDUCATION**

Course: Digital Design Leadership with Claudia Mardegan (Global Design Director - InBev)

School: Mosaico

Date: Oct/23

Course: Product Design Strategy

School: Aprender Design

Date: Ago/21

Course: Data & Quantitative Research  
School: Aprender Design  
Date: Apr/21

Course: Product Metrics  
School: Product Arena  
Date: Apr/20 - May/20

Course: Design Leadership  
School: How Bootcamps  
Date: Feb/20

Course: UX Research  
School: TESTR UX  
Date: Ago/19

Course: Design System  
School: Meiuca Design  
Date: May/19

Course: Product Manager Mobile  
School: Product Arena  
Date: May/19

Course: UX na Prática  
School: Belas Artes  
Date: Feb/19 - Apr/19

Course: Usability Tests  
School: UX Speed Dating  
Date: Mar/18

Course: Product Design | UX | UI  
School: Aela  
Date: Jan/18 - Dec/20

### **ACADEMIC EDUCATION**

Mackenzie University - Aug/98 - Dec/02  
Bachelor's Degree, Advertising

Dante Alighieri School - Jan/84 - Dec/96  
Elementary Education, Middle School, and Secondary Education