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## **RESUME**

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

18+ years experience working in digital design for Brazilian, Spanish and U.S. companies.

My focus is on User Interface Design, UX Design, UX Research, and Workshop Facilitation.

Highly skilled in: research, planning, designing, prototyping and testing interactions, and 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.

## **EXPERTISE**

Product Design: UI, Visual, and UX Design

## **OTHER SKILLS**

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

## **RELEVANT WORK EXPERIENCE**

**Box Programming (Jun/21 - Present) - Ambush's Contractor - Austin, U.S. (Remote)**

• Product Design Senior - UX, UI Design and Facilitation

Building a web responsive tool, helping gym managers to schedule and track workouts easily.

**RevvUp (Apr/21 - Jun/21) - Ambush's Contractor - New York, U.S. (Remote)**

• Product Design Senior - User Experience Design, User Interface Design, and Workshop Facilitation

Designed a product for the U.S. auto dealership industry. Responsibilities included leading the design process, aligning business needs, product management with the CEO, being a mentor to colleagues for product methodologies, leading the end-to-end Product Design process, workshop facilitation with stakeholders (CEO and CTO), UX and UI Design for Payments, among other features.

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

• Product Design Lead - User Experience Design, User Research, and User Interface Design  
Designed incredible digital products, such as back-office web platforms and APPs.

Responsibilities included:

- Design management
- Leading the design team
- Aligning 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
- metrics monitoring.
- Planned the Design System project and the UX Writing Guide.

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

• User Experience Design, User Interface Design, Workshop Facilitation

Led the user experience design of several features and products for different clients and projects e.g. 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, UI, and Visual Designer - São Paulo, BR**

• User Experience Design, User Interface Design, Visual Design and Digital Creative Art Direction

Designed the user interface of several features and products for different clients and projects e.g. web platforms, and responsive web apps. While at Jüssi I also contributed to working on the user experience design role.

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

## **LANGUAGES**

Portuguese- native

English and Spanish - advanced

## **COURSES / EDUCATION**

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