

Rafael Guimarães Oliveira

Product Design Lead · UX Strategy · AI-First Design Practice

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PROFESSIONAL SUMMARY

Product Design Lead with 14+ years in design, 7+ in product. Proven ability to transform chaotic, low-trust design environments into stable, high-performing operations. Deep expertise in fintech, B2B, regulated platforms, and complex mobile experiences — consistently translating business constraints into clear, measurable UX outcomes. Experienced leading cross-functional alignment across PMs, Engineering, Compliance, and executive stakeholders. Open to remote or Canada-based opportunities.

KEY ACHIEVEMENTS

Thoughtworks · MiBanco:

–62% delivery cycle time: replaced 2-month late unstructured process with a structured 3-week sprint cadence across all 5 design phases.

Formally designated Leader of the UX Front and added to the Extended Client Leadership Team (CLT) within 2 months · Rated: Consistently Exceeded Expectations.

Rappi:

+53.4% onboarding conversion (10.3% → 15.8%) · +135.4% lead verification (500 → 1,177/week) · +93.3% feature sign-ups

CVC Corp:

App Store 2.0★ → 3.2★ (1 month) → 4.6★ (full rollout) · Checkout +212% · Load time 40s → 6s · Abandonment –68%

CORE SKILLS & EXPERTISE

- Fintech & Regulated Products – Credit, risk, compliance, and secure decision-making
 - AI-First Design Practice – High-fidelity prototyping with AI tools to accelerate validation cycles
 - Design Leadership & Transformation – Turning fragmented, chaotic design fronts into high-performing operations
 - UX Strategy & Business Impact – Aligning design decisions to conversion, retention, and revenue
 - Design Systems & Scalable Frameworks – Standardizing components across teams and products
 - Cross-Functional Collaboration – Partnering with PMs, Engineering, Compliance, and C-level stakeholders
 - Mentorship & Team Growth – Onboarding, leading critiques, dual-track team structure design
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PROFESSIONAL EXPERIENCE

Product Design Lead

Thoughtworks · Jun 2025 – Present · Remote · LATAM Financial Clients

- **–62% cycle time:** Replaced a 2-month late, unstructured delivery cycle with a 3-week sprint cadence covering all 5 design phases with quality gates — eliminating constant uncontrolled changes and making delivery predictable.

- **AI-First workflow:** Introduced AI-assisted prototyping and operational tooling to reduce manual overhead, accelerate validation, and produce near-production-quality prototypes in a fraction of the previous time.
- **Formal leadership:** Designated 'Líder of the UX Front' and added to the Extended Client Leadership Team (CLT) within 2 months of joining — rated Consistently Exceeded Expectations, performing at Lead grade.
- **Stakeholder transformation:** Rebuilt a high-conflict client relationship from the ground up — the client who was leaving meetings mid-call later described the new process as 'solid and leading to excellent results.'
- **Dual-track team design:** Diagnosed a team skill mismatch and implemented a Discovery & Delivery dual-track workflow, clarifying ownership and protecting delivery continuity under constant client pressure.
- **Domain expertise:** Translating complex credit logic, underwriting rules, and compliance requirements into clear user flows for a regulated B2B mobile lending platform serving micro-entrepreneurs across Latin America.
- Conducted all stakeholder negotiations, client presentations, and team leadership in Spanish (non-native language).

Senior Product Designer

Rappi · Sept 2022 – Jun 2025 · Colombia, Mexico, Brazil, Argentina, Chile, Peru, Uruguay, Ecuador, Costa Rica

- Led B2B & back-office platform design across 9 international markets — fintech, growth, onboarding, activation, and retention.
- Increased restaurant onboarding conversion +53.4% (10.3% → 15.8%) and boosted lead verification +135.4% (500 → 1,177/week).
- Reduced merchant menu setup time by 11.5%, improving partner activation speed.
- Developed a cross-platform admin experience standardizing interfaces across web, tablet, and mobile.
- Built and evolved Design System components adopted across multiple product squads.

Product Designer

CVC Corp · May 2018 – Sept 2022 · Brazil, Argentina, Mexico, Colombia, Peru, Chile, U.S.

- Full native redesign of the mobile flight booking experience — App Store rating 2.0 → 4.6★, checkout conversion +212% (6% → 20%), load time 40s → 6s, booking abandonment –68%.
- Designed & launched CVC's first loyalty program, improving retention and cross-sell.
- Transitioned app from WebView to native, enabling haptics, GPS, and native performance.
- Contributed to Design System maturation across the platform.

UX/UI Designer

Home Collection · Feb 2015 – May 2018 · Brazil, China, Belgium

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

PREVIOUS EXPERIENCE

Agência Digi – UX/UI Designer (2014–2015) · SKY Brasil – Web Designer (2012–2014) · Peras Ideias – Web Designer (2012)

EDUCATION

Postgraduate – Digital Design & New Media · Centro Universitário Belas Artes de São Paulo · 2017–2019

Bachelor's – Digital Design · Universidade Anhembi Morumbi · 2011–2014

CERTIFICATIONS

AI for Designers – Top 10% Distinction · Interaction Design Foundation, Apr 2025

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

FullStack Certified – Senior Product Designer · FullStack Labs, Apr 2025

Practical assessment validating senior-level skills for global teams

Master-Level UX, UI & Product Design Certificate · UX Unicórnio, Nov 2020

UX Strategy · Design Systems · Agile UX · CRO · Stakeholder Collaboration

Assertive Communication & Public Speaking · Fundação Podemos, Sep 2024

Leadership communication · Presentation skills · Persuasive storytelling

TOOLS & LANGUAGES

Design & Prototyping: Figma, Sketch, AI-assisted prototyping tools

Research & Analytics: Hotjar, Google Analytics, Dovetail, Maze

Project Management: Miro, Notion, Confluence, Jira

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