

Rodrigo Tavares

Product Designer



I'm driven by curiosity and a strategic mindset to craft user-centered experiences that simplify complexity and make a real impact. I see storytelling as a core part of design, where the experience feels as simple and natural as a conversation. For me, great design isn't just about what works today—it's about building adaptable solutions that inspire innovation and create lasting value.

DESIGN EXPERIENCE

Product Designer at Luma Health

Streamline POD

mar 2025 - present - 8 months | Brazil

I led design for the Streamline Pod, creating internal tools that supported product implementation and powered core platform operations. I was responsible for settings, workflows, and admin experiences. I also designed AI-driven solutions that simplified complex flows, sped up testing, and improved usability for both internal teams and clients.

Product Designer at Accenture

Client – Santander App & Accessibility Whitelabel

Mai 2024 - mar 2025 - 11 months | Brazil

Collaborated with Santander's cross-functional squad to define and apply the Global Design System in Brazil, enhancing information architecture and user experience. Led the development of a white-label accessibility guide, setting standards for future screen reader integration among all Accenture's projects. Accessibility specialists praised it as one of the best screen reader documentation they had encountered.

Product Designer | UX Researcher at Accenture

Client – Nubank's Website

Mar 2024 - abr 2024 - 2 months | Brazil

Conducted usability tests and debriefings, capturing actionable insights that guided the work of 15+ designers on this ambitious project. Designed and developed multiple pages, streamlined information, and crafted intuitive interactions to improve navigation flow. Played a key role in shaping a cohesive user experience and establishing a strong foundation for the website's future launch.

Contact

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Rio de Janeiro

Citizenships

Portugal and Brazil

Links

[Linkedin](#) & [Portfolio](#)

Industry Knowledge

AI Design

Product Design

Service Design

User Experience

Acessibility Design

Conversational Design

Wireframing

Rapid Prototyping

Design Research

Design System

Tools & Technologies

Figma, Sketch, Protopie,

Framer, Invision, Abstract,

Zeplin, Google Analytics,

Amplitude, Fullstory,

Chatgpt, Claude, Gemini

Other Skills

Marketing, Copywriting,

Research

Languages

Portuguese (native)

English (native)

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Product Designer | UX Researcher at Accenture

Client – Equatorial One's Information architecture

jan 2024 - abr 2024 - 4 months | Brazil

Redesigned the information architecture of an energy company's website, optimizing pages, menus, and footer to align with user needs. Collaborated with cross-functional teams, leveraging Design Thinking and benchmarking to streamline workflows and create a site map. Achieved a 77% success rate in tree testing, validating improved navigation.

Product Designer | Web Designer | UX writer at Accenture

Client – Pollux's Institutional Website

Nov 2023 - dez 2023 - 2 months | Brazil

The website needed redesigning to meet regulatory standards. As the solo designer, I collaborated with the development team, applied Accenture's style guide and design system, and conducted QA to ensure design standards were met. This led to 100% compliance approval and high client satisfaction.

Product Designer | Service Designer | UX Researcher at Accenture

Client – Vivo

Ago 2021 - nov 2023 - 2 years and 4 months | Brazil

Collaborated with the client design lead to tackle the challenge of unifying five disparate checkout flows, each with unique UI and UX patterns. Proposed and drove the creation of a single, cohesive user flow, streamlining the customer journey and optimizing resources. This initiative, which began with a small team of three, scaled to 15+ designers and became a cornerstone for Vivo extending its contract with Accenture for an additional year. Ensured alignment between design and business goals through usability testing and close collaboration with development squads.

MARKETING EXPERIENCE

Marketing specialist (Research and strategy)

Various Roles – Mestiça, UCCON, 11:21, Instanteaser, Freelance

Jan 2017 – Jul 2020 - 3 years and 6 months | Brazil

Supported marketing strategy, planning, and research across diverse projects, managing stakeholders and collaborating with creative teams. Utilized tools such as empathy maps, personas, and focus groups to guide decision-making—methods that continue to enhance my approach to design today. Strengthened skills in presenting and defending ideas, fostering alignment with clients and stakeholders while delivering impactful campaigns.

EDUCATION

Bachelor Degree on Communication and marketing

ESPM - Escola Superior de Propaganda e Marketing

2013 - 2018, Brazil