Armando Affonso

Product Design Lead and UX Expert

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About me

I'm a multidisciplinary designer specialized in user experience and solving problems through user-centered design and new technologies. I have more than 12 years of experience designing digital products for different types of businesses, from small businesses and startups to big enterprises. I'm currently working at GetYourGuide, helping customers to have great experiences when traveling. Before that, I've worked at OLX Group and Verizon, solving problems through user-centered design and new technologies, designing Mobile Applications (iOS, Android), Marketplaces, IoT systems, and tracking technologies for smart vehicles.

As a side project, I also provide design consultancy for companies in Latin America, helping them to embrace user-centered design, mobility, and lean UX.

Specialties

User Experience, Design Strategy, Design Thinking, Lean & Agile UX, UI Design, and Mobile Applications.

Experience

Senior Product Designer

Discovery Experience Lead

GetYourGuide

August 2019 / Present

I'm currently the design lead of the Discovery Experience mission team. I work closely with PMs, User Researchers, UX Writers, and Engineers to ensure that we're delivering a great experience to our customers and help them to find activities they love.

Senior Product Designer

Cars Marketplace Lead

OLX Group

December 2018 / August 2019

Responsible for the design of the Cars Marketplace. Direct action on Search Engine

Optimization (SEO) decisions, navigation, interaction, and prototyping. My daily work consisted of planning and conducting User Research, leading design workshops, and guiding the process through the various stages of the design process, including UX strategy, research, wireframing, prototyping, testing, and iteration.

Senior Product Designer
Self-service Tools Lead
Verizon Connect
October 2017 / December 2018

Verizon Connect is guiding a connected world on the go by automating, optimizing and revolutionizing the way people, vehicles and things move through the world.

As a design lead of self-service tools, I had the responsibility of connecting all the stakeholders and propose/maintain the logged-in features for fleet managers, such as dashboards, real time events and notifications, video recording, routing assistant, and mobile apps for fleet managers and drivers.

I've worked with smart vehicles, IoT and connected fleets, leading the product team of designers and researchers. My daily work consisted in planning and conducting User Research, leading design workshops and guiding the process through the various stages of the design process, including UX strategy, research, wireframing, prototyping, testing and iterating.

I was also responsible for the organizing, managing and moderating of user testing and also the recruitment of users.

Senior Product Designer
Ericsson
November 2016 / October 2017

Chilean telecommunications company Entel was going through a digital transformation process in all business touch points, from internal processes and legacy systems to the experience of all digital assets.

Worked in the Design Team as a UX and UI consultant, responsible for the integration of technology and business stakeholders. The main methodology used to group those involved in a major digital transformation project was Design Thinking and Lean UX.

The daily routine was based on problem-solving and task prioritization workshops, which helped build a structured backlog, allowing the technology team to adopt agile methodologies with business impact.

Daily work consisted of conducting Design Thinking workshops, developing roadmaps, data analysis, user flows, and interface prototyping applications.

UX Design Lead

Accenture
August 2016 / November 2016

Responsible for the digital strategy and consumer experience of big companies such as Avianca, Lilly, and Santander.

Both works were focused on end-to-end performance, guaranteeing good user experience, development practices, use cases validation and analysis of KPIs with the business team.

Strong performance in the leadership of the UX team with more than 10 UX and UI designers, in collaboration with stakeholders doing information architecture and prototyping in an agile environment, using Scrum model as a project methodology.

Senior UX Designer

SulAmérica – Insurance Company
May 2015 / April 2016

Responsible for defining digital strategies at the SulAmérica Insurance Innovation Core, using as inputs analysis of consumer behavior in the digital channels of the company and performing market benchmarks on segment trends. Direct involvement in innovation projects and development of new digital products, focusing on design and mobile.

Focus on innovation projects in applications, smartwatches and Internet of Things (IoT), acting directly on the improvement and development of new products within each business unit of the company.

In addition to routine production and development, there was a great integration of innovation, technology, and business teams. With agile methodologies and processes focused on innovation (such as Design Thinking and Design Sprints), superintendents, managers and analysts in creating solutions were highly mobilized.

Within the accomplished projects, the most successful were the applications for Mobile and Smartwatches for SulAmérica investments business unit, which resulted in a new product focused on investors and financial markets.

Product Design Lead

Nexus Edge – Technology Startup
October 2014 / April 2015

Responsible for managing a new product called Alana an Artificial Intelligence platform focused on advertising with various automation, data analysis, management, and programmatic media tools.

Worked on developing roadmaps, data analysis, user flows, and interface prototyping applications using benchmarking, interviews with stakeholders and concept testing.

Daily work with the Interface and Product Designers, Information Architects, Business Intelligence and Development personnel, taking care of the quality of all deliverables and leading the strategy of user experience (UX) and product design.

Startup Representative at SXSW 2015, by the invitation of APEX Brazil, participating in official events of Startup Village in Austin, Texas. At SXSW Interactive Trade Show, I was responsible for the investor pitching, relationship development with other Brazilian startups and presentation of the MVP for technology companies.

UX Manager

VML Brasil (Grupo Newcomm) – Advertising Agency
May 2013 / October 2014

Responsible for user experience (UX) team of VML Brazil and RedFuse Communications, Colgate/Palmolive's creative agency, leading all product initiatives, product strategy, campaigns and digital planning for brands such as Bridgestone, Colgate, eBay, FedEx, GE, Expedia , Lenovo, LG, PayPal, SulAmérica, Track & Field, Vedacit, and Ypióca.

Integration with all agency areas, developing new processes of user behavior and performance metric analyses using social media tools and analytics as Socialbakers, Scup, Google Analytics, and Omniture.

International initiatives and competition reporting directly to the CEO, ensuring that all deliverables were aligned with the clients' branding strategy and brand business.
Helped the creation of a new user experience and digital projects workflow using an agile and lean approach, focusing on results and optimization. The new approach was based on user research, prototyping and learning, generating data based results.

Among the projects accomplished, there was an emphasis on the restructuring of GE digital channels to accommodate new customer acquisition strategies, search engine optimization, and online presence.

Senior UX/UI Designer

Jacotei.com.br – Price Comparison Website
September 2012 / March 2013

Participation on Jácotei's Integration Project with Multiplus and Smiles points programs, generating inputs based on research and benchmarking, and creating the online navigation and partnerships strategies.

Performance and user navigation analysis using Google Analytics, suggesting interface improvements, increasing conversion rate and registration in JáCotei site.

Creation of navigable prototypes, interfaces and best user experience practices strategy for the portal.

Senior UX/UI Designer

Rocket Internet (YepDoc) – Online Medical Appointment Website
March 2012 / September 2012

Responsible for YepDoc's experience and digital product design, online medical appointment scheduling startup incubated by Rocket Internet. The work was done in the initial phase of YepDoc's operation, which allowed me to participate in the initial development of the product and functionalities roadmap.

Participation in appointment scheduling flows reformulation and design of new interfaces, increasing the number of daily appointments and eliminating technical support calls for the site.

Senior UX/UI Designer

Buscapé Company (Naspers Group) - Price Comparison Website
April 2011 / May 2012

Direct involvement with the experience design, metrics analysis and search engine optimizations (SEO) of SaveMe and Buscapé products.

SEO strategy creation to increase indexed pages and visits, using Long Tail techniques and focus on product performance.
Interface Design and prototyping using Agile Methodologies such as Scrum project, with the development and business staff. Use of road maps, functionalities maps, benchmarking and information architecture to make tangible concepts and prototyping.

Participation with other user experience teams in the creation of the first company's usability lab with mirror rooms.

UI Designer & Front-end Developer

Jacotei.com.br – Price Comparison Website

February 2010 / March 2011

Development of the new Jácotei website interface next to IT staff, implementing usability solutions and increasing accesses and conversion.

Creation of new Admin interfaces of the website and affiliate program, which brought greater user presence and active affiliates, generating higher revenue.

Responsible for the newsletter and banner design, acting directly on the website and online media performance.

Front-end Developer

Interamplitude.com.br – Web Design and Development Studio

September 2008 / December 2009

Creation of prototypes and wireframes for client's websites, page design and XHTML / CSS coding.

Digital Marketing Intern

Sispro – Technology Company

April 2008 / September 2008

Online campaign tracking, website maintenance, corporate communications, interface design updates, promotional layouts and intranet.

Education

Postgraduate degree, Marketing Engineering

USP/FIA - Fundação Instituto de Administração

São Paulo, 2015 – 2016

The course was related to data analysis, marketing intelligence, statistical techniques applied to market and marketing innovation with quantitative methods. The research paper developed

was in the e-commerce field with the theme: Relations between perceived control and buying intention in e-commerce at urgency and non-urgency situations.

Visual Arts, Bachelor's Degree
UNESP - Universidade Estadual Paulista Júlio de Mesquita Filho
São Paulo, 2012 – 2014 (Closed)

Multimedia Production, Bachelor Degree
UNIP (Universidade Paulista)
São Paulo, SP – 2011

Technical Course, Graphic Design
Etec Carlos de Campos
São Paulo, SP – 2007

Extra education

Blending Sources – Creative use of Technology
Flag, the Creative Disruption Network, Hyper Island, Clan, Mesa & Cadeira and LEGO.
São Paulo, SP – 2013

ZERO G (Futurism, Singularity, Exponential Technologies and Positive Impact)
Perestroika – Creative School
São Paulo, SP – 2013

Leadership and Innovation on Networks
Impact Hub
São Paulo, SP – 2013

Languages
Portuguese – Native
English – Advanced
Spanish - Advanced