ROGERVERSO

Hi, I'm Rogerverso UX Specialist, Writer and Researcher

<u>Instagram</u>

Medium

Linkedin

Github



About me

As a UX Manager at Vibra Digital, spin-off of Grupo Bandeirantes de Comunicação, I lead the UX team in creating innovative and user-centered solutions for Band.com and Bandplay projects.

I use strategic design and lean inception tools and methodologies to deliver high-quality digital products and services. I have over 14 years of design experience, working with large retail companies in Brazil and Latin America. I have developed strategic solutions for brand internationalization, customer engagement through new digital channels, and sales process optimization in the B2B sector.

Know more about me at rogerverso.com

Bandplay

As the UX Manager of this project, I am proud to introduce Bandplay, the free streaming service offered by Grupo Bandeirantes, Brazil's premier television group.

R O L E UX EXPERIENCE MANAGER

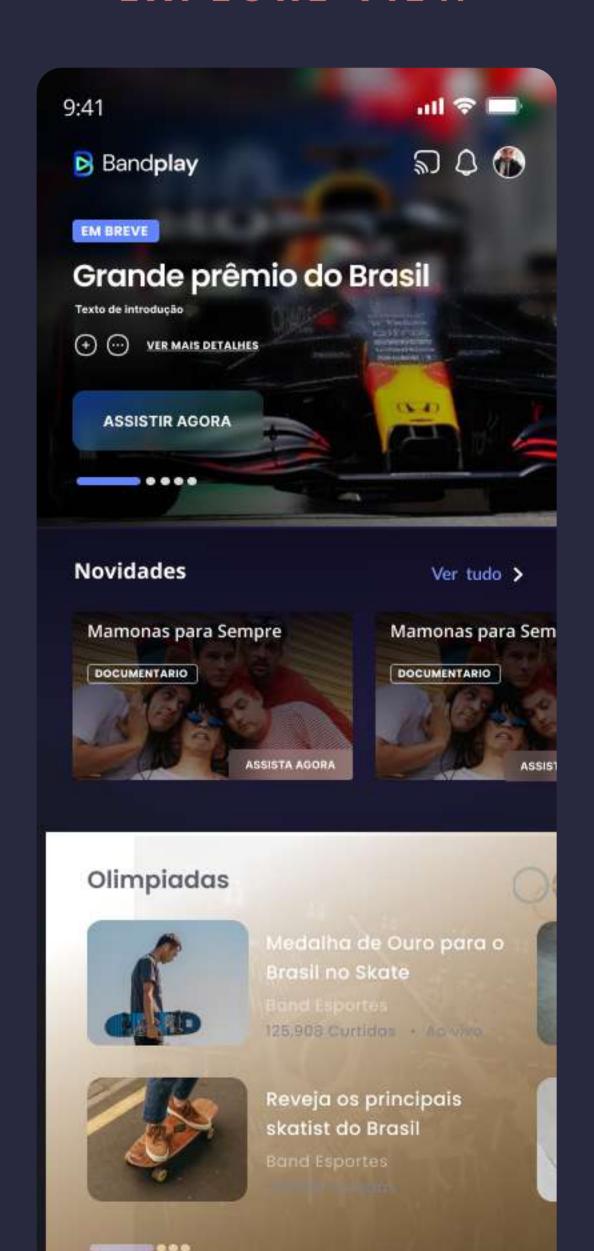
VERSION MVP 1.0

R E L E A S E SEPTEMBER 2023

EXPLORE VIEW

DETAIL VIEW

PODCAST VIEW



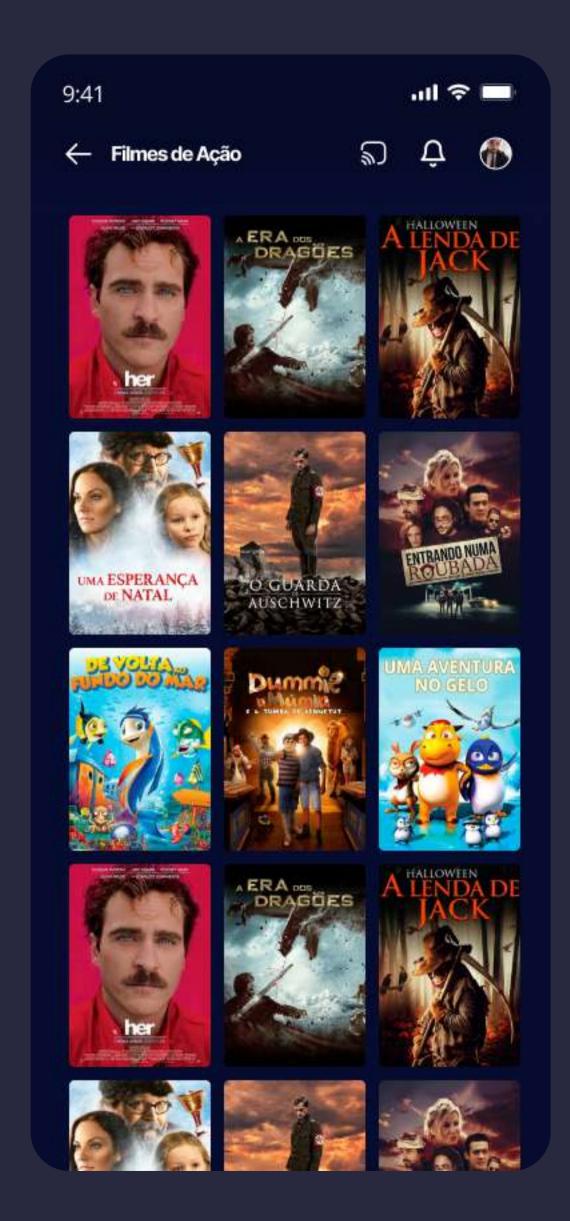




CATALOG VIEW

FAQ VIEW

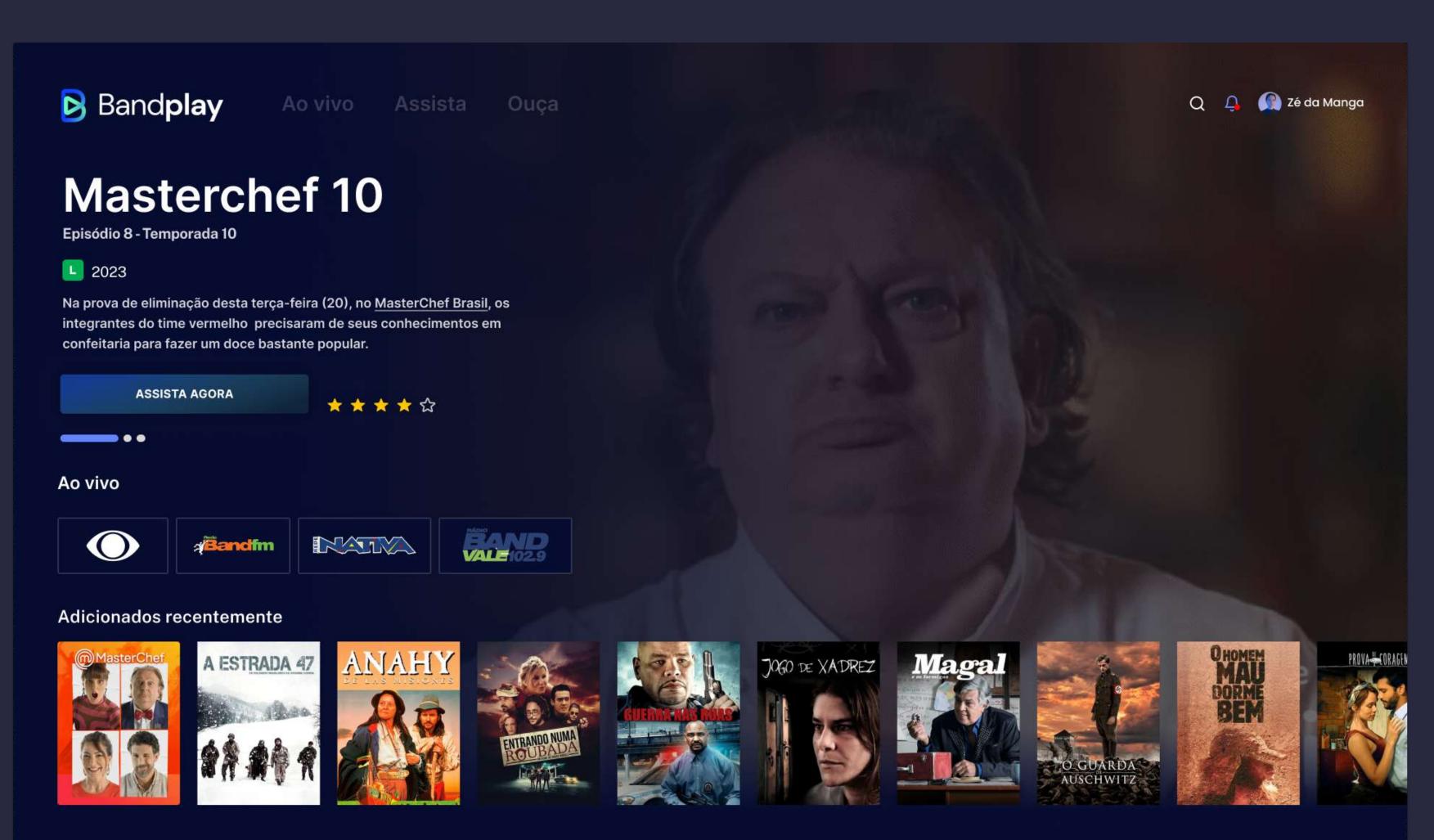
ON DEMAND VIEW







WEB TV VERSION



Confira os destaques





Continue assistindo







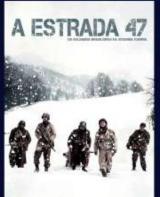


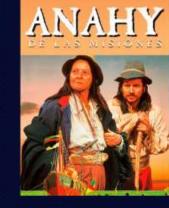




Feito para você



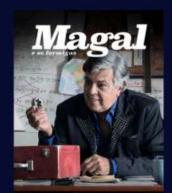


















Filmes

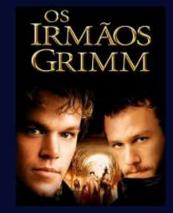


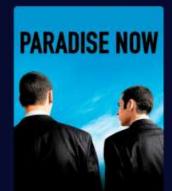


















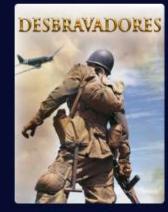
Séries





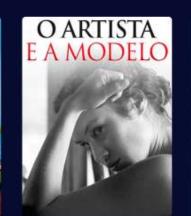








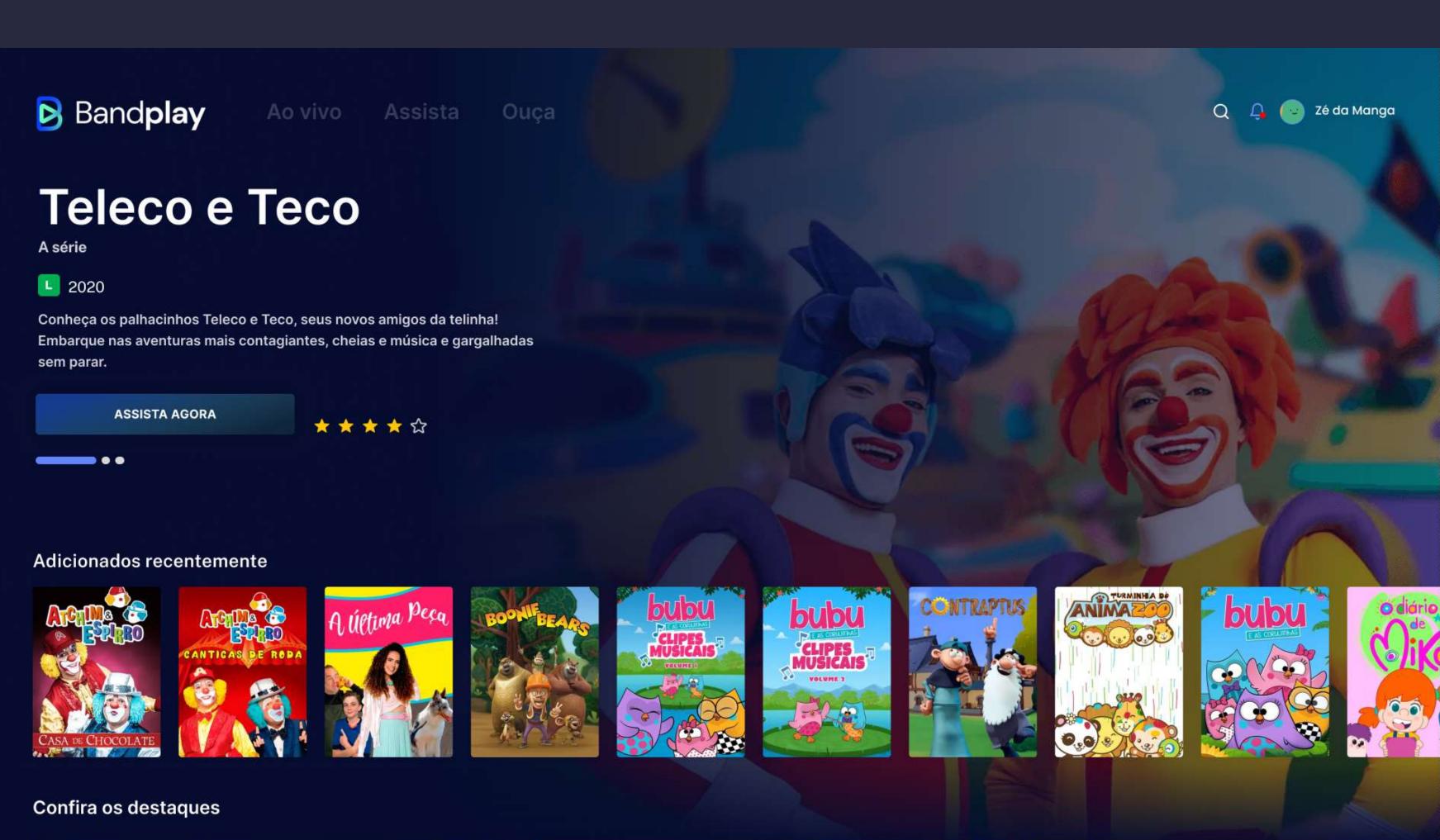








WEB TV VERSION / KIDS POFILE









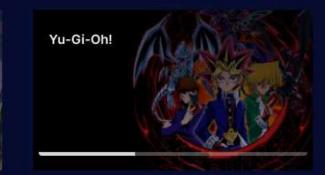
Continue assistindo













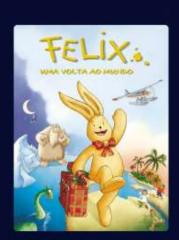
Feito para você





















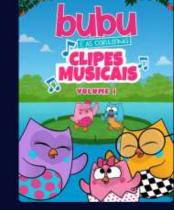
Filmes

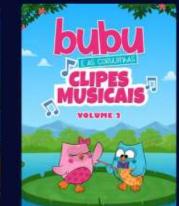




















Séries













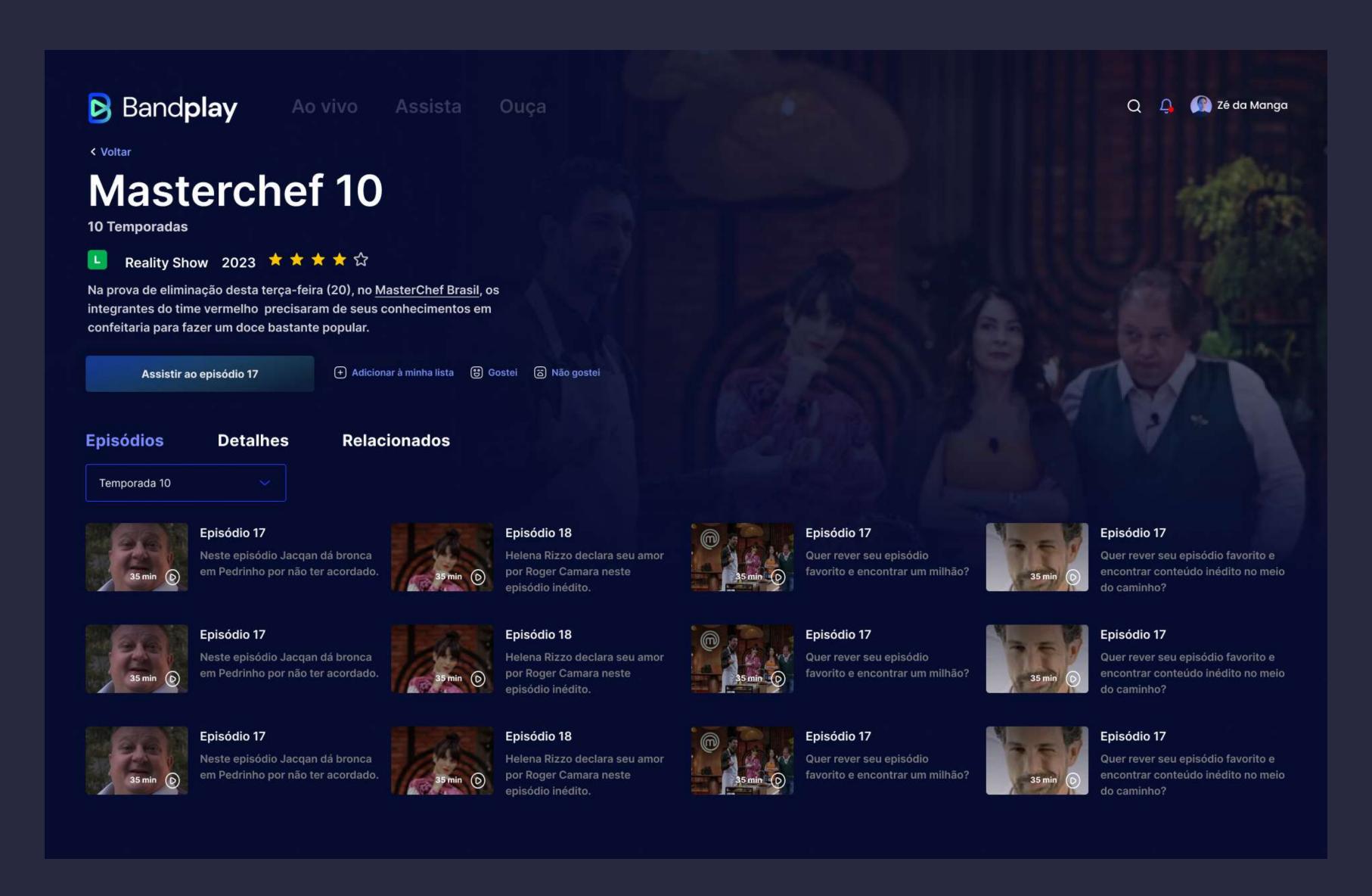


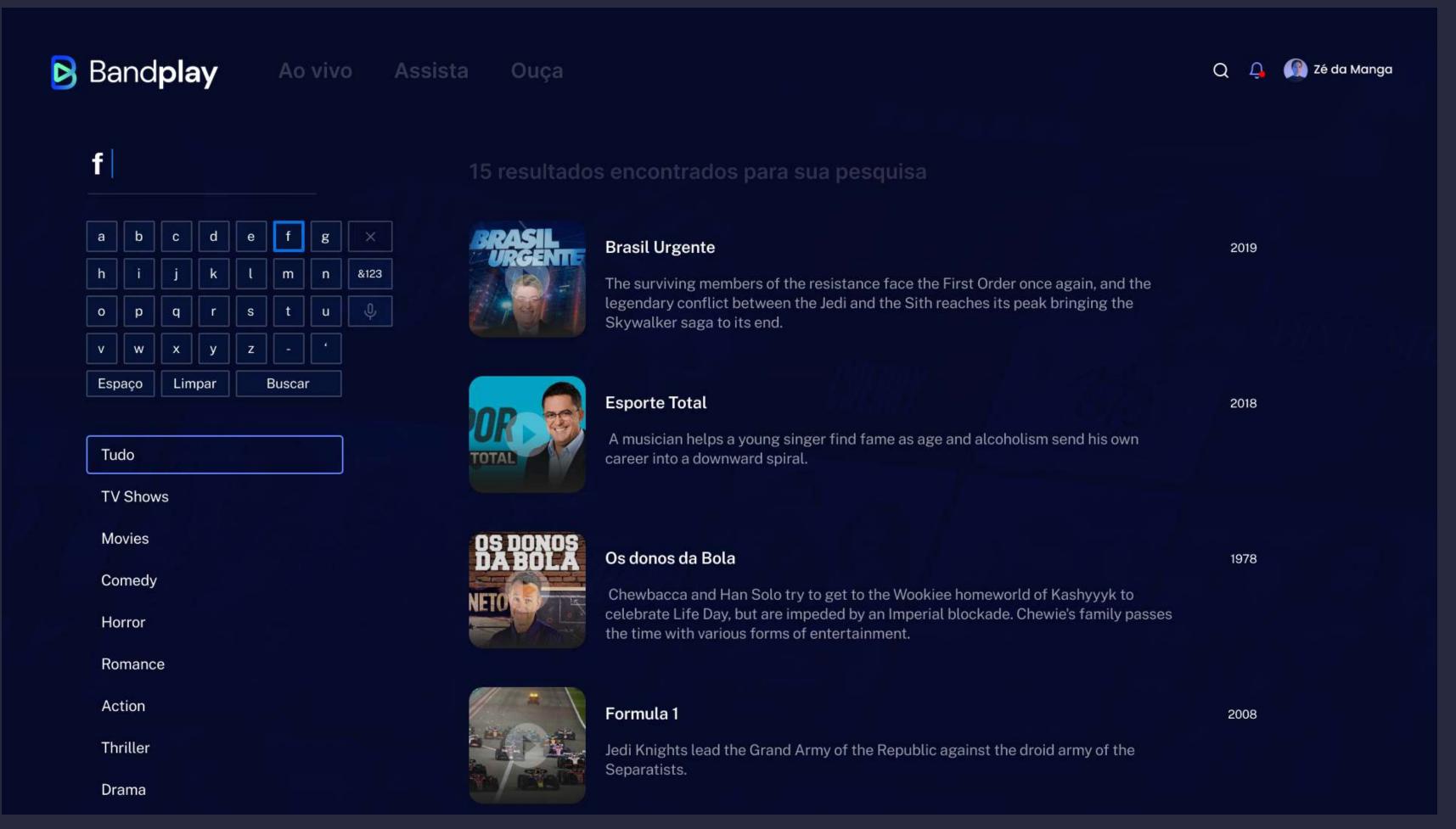






WEB TV VERSION



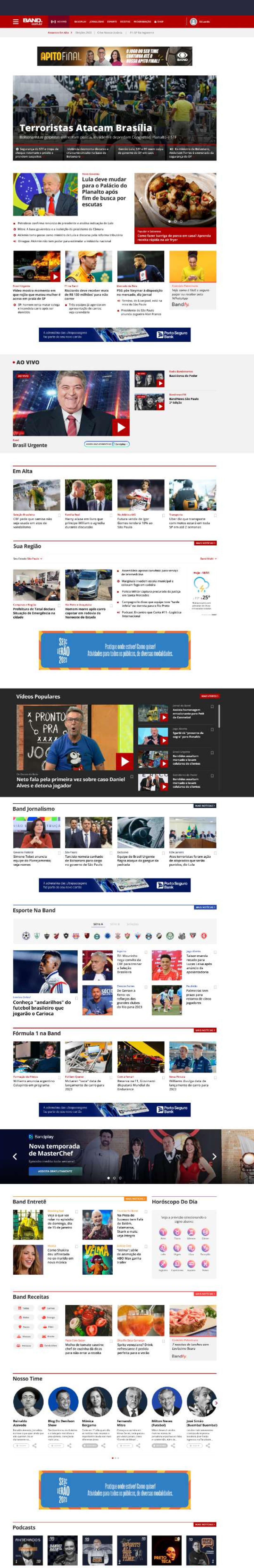


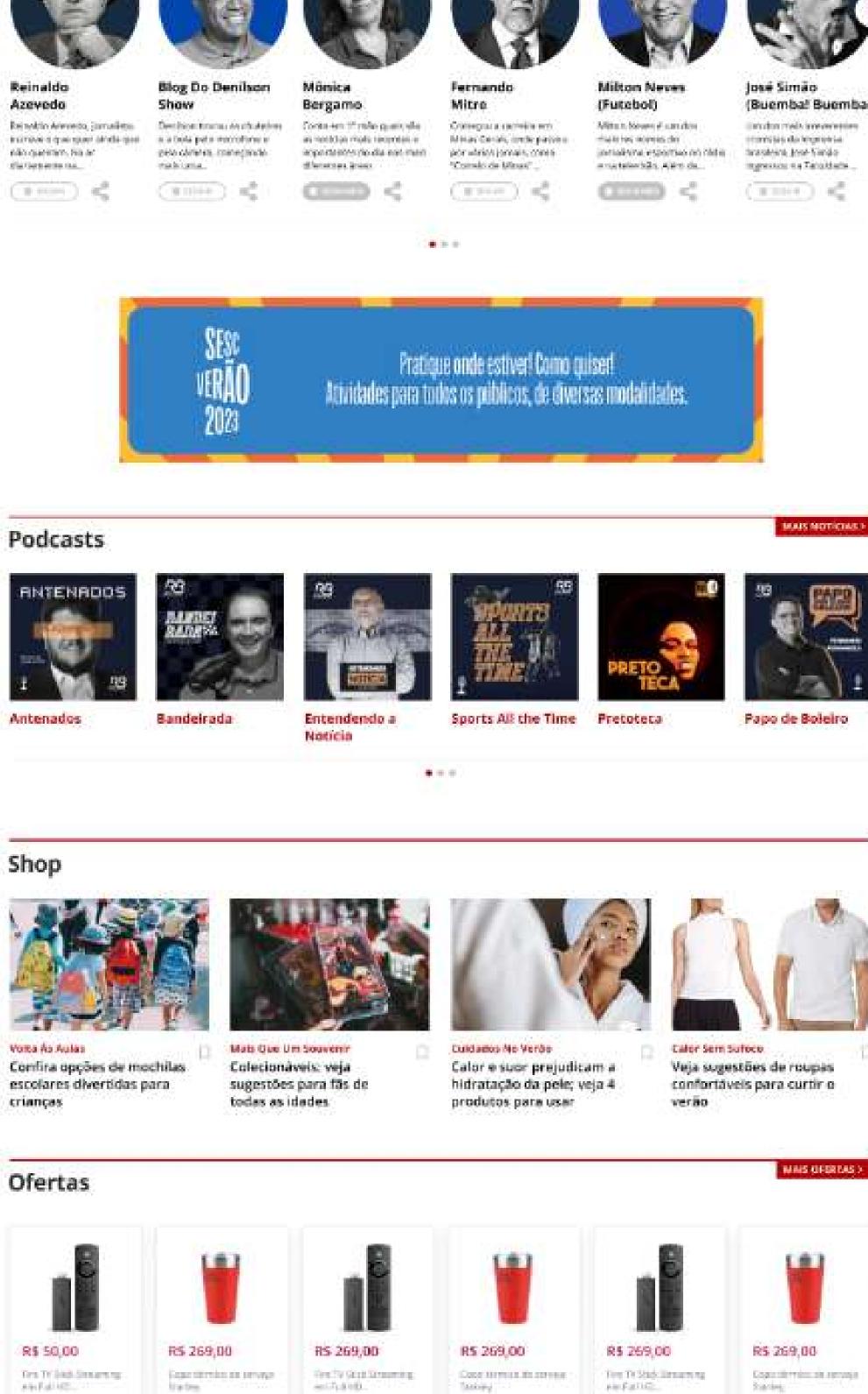


In my capacity as the UX Manager at band.com.br, I am at the forefront of orchestrating the transition from legacy systems to a transformative digital evolution for this prominent Brazilian news and television programming portal affiliated with the Band channel. Guided by a user-centered approach, I am driving the portal's rejuvenation, seamlessly blending rich Brazilian news coverage and dynamic television schedules. By architecting intuitive interfaces, streamlined navigation, and responsive designs, I am spearheading an immersive user experience that marries insightful journalism and captivating programming seamlessly, ensuring the portal remains a vital hub for information and entertainment in Brazil's digital landscape.

ROLE
UX EXPERIENCE MANAGER

RELEASE VERSION
DECEMBER 2023 5.0





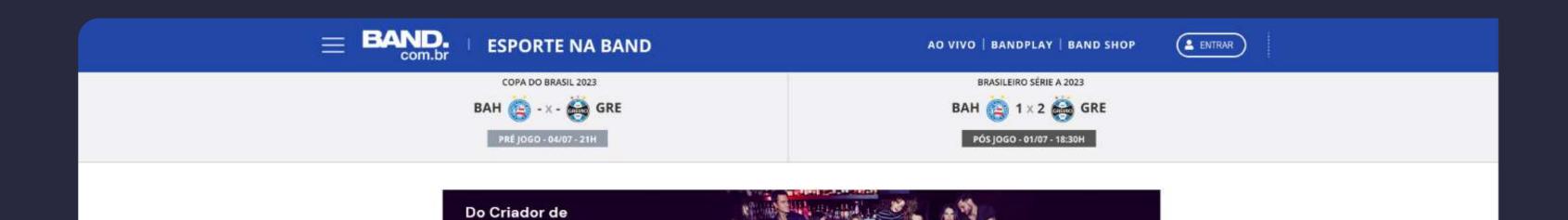


BANDERANTES

400

de resultado:

EL RECEBA NOSSAS NOVIDADES



Sex And The City

Acompanhe em tempo real o jogo de Inter e Gremio pelao campeonato brasileiro

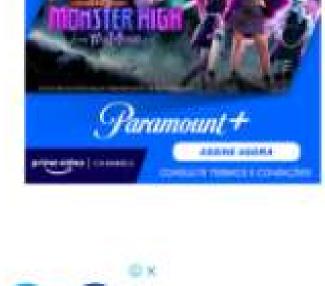


Minuto a Minuto Estatísticas Noticias Lances minuto a minuto 53:00 2T Informações da Partida Ativar as notificações de gols 25 - 2T Escanteio Passe de bola 431 542 Reta final de jogo com as duas equipes desesperadas em fazer o gol da vitória, mas vai Chutes 25 - 2T Reta final de jogo com as duas equipes desesperadas em fazer o gol da vitória, mas vai Chutes a Gol 25 - 2T Escanteio Reta final de jogo com as duas equipes desesperadas em fazer o gol da vitória, mas vai Posse de Bola 54% 46% Goooooool! Cartoes de Vermelhos **Enner Valencia** Aos 82 minutos, em uma posição privilegiada na entrada da área, ele posicionou-se Cartoes Amarelos com maestriouca a a e, com um chute potente e preciso, colocou a bola no ângulo, deixando o goleiro adversário sem chances. Laterais Ouça a narração do gol de Enner Valencia pelo Inter Escanteios 25 - 2T Escanteio Reta final de jogo com as duas equipes desesperadas em fazer o gol da vitória, mas vai Publicidade 25 - 2T Lateral Reta final de jogo com as duas equipes desesperadas em fazer o gol da vitória, mas vai **Bandplay** Assista grátis e dublado Publicidade Escalações 25 - 2T Escanteio Reta final de jogo com as duas equipes desesperadas em fazer o gol da vitória, mas vai Lateral - Veja o Video 25 - 2T Escanteio Reta final de jogo com as duas equipes desesperadas em fazer o gol da vitória, mas vai 25 - 2T Lateral Reta final de jogo com as duas equipes desesperadas em fazer o gol da vitória, mas vai 14 25 - 2T Escanteio Reta final de jogo com as duas equipes desesperadas em fazer o gol da vitória, mas vai Man City 4-2-3-1 25 - 2T Lateral - Veja o Video SUBSTITUTES 0 1 Bernd Leno Kyle Walker 2 Ryan Shrout 💸 10 Emile Smith Rowe likay Gündoğan 🔷 8 This might be the demo I am most excited to see. 15 Ainsley Maitland-Niles Jack Grealish 10 twitter.com/NVIDIAGeForce/... Zack Steffen 13 16 ^ Rob Holding 4:17 PM - Jan 8, 2018 17 Cedric Soares Fernandinho 25 Q4 171 018 19 Nicolas Pépé Kayky 37 Luke Mbete 79 20 Nuno Tavares 23 Albert Sambi Lokonga Cole Palmer 80 25 Mohamed Elneny James McAtee 87 25 - 2T Escanteio Reta final de jogo com as duas equipes desesperadas em fazer o gol da vitória, mas vai 25 - 2T Lateral Reta final de jogo com as duas equipes desesperadas em fazer o gol da vitória, mas vai Bandshhop (6) & banrisul & banrisul CAMISETA CAMISETA CAMISETA CAMISETA 12x de 38,00 INTERNACIONAL JOGADOR INTERNACIONAL INTERNACIONAL INTERNACIONAL 12x de 38,00 JOGADOR 12x de 38,00 **JOGADOR JOGADOR** 12x de 38,00

25 - 2T SEscanteio

25 - 2T Lateral - Veja o Video

Reta final de jogo com as duas equipes desesperadas em fazer o gol da vitória, mas vai





quando ela ocorre? Aprenda de uma vez por todas!

VÍDEOS

Tarde



Como fazer camafeu de açai? Docinho surpreende no MasterChef Brasil





MAIS VIDEOS >

CARREGAR MAIS ¥









The Chef



During my tenure as the UX Lead at Nelogica, I had the privilege of spearheading the user experience strategies for both Profit and Vector Services. In this role, I harnessed my expertise in user-centered design to revolutionize the way users interacted with these platforms. Overseeing a talented team of designers, I collaborated closely with cross-functional colleagues to ensure that our products boasted interfaces that seamlessly catered to user needs. By delving into meticulous user research and conducting thorough testing, I pinpointed areas of improvement and user pain points, which then drove the implementation of more intuitive and visually appealing features. My innovative thinking and strategic insights not only elevated the overall usability of the platforms but also significantly boosted customer satisfaction and engagement

ROLE
UX LEAD FOR PROFIT AND VECTOR SERVICES













