

Rodrigo Picolo

Product Designer | University Professor | Digital Design Specialist | UX/UI Designer | Design System Specialist | Lean Inception Facilitator | PLG – Product-Led Growth

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Professional Summary

Product Designer with over 6 years of experience in UX/UI for digital platforms (web, mobile, and applications) and 12 years in the technology sector, with expertise in ERP, SaaS, CRM, and PLG systems, in addition to serving as a University Professor.

Specialist in user-centered design, with a strong background in user research (quantitative and qualitative), hypothesis validation through A/B testing and usability testing, high-fidelity prototyping in Figma, and the construction and evolution of Design Systems and reusable components.

Experienced in project leadership, Lean Inception facilitation, product management, and collaboration with multidisciplinary product and engineering teams in agile environments (Scrum and Kanban).

Analytical and creative profile, focused on product metrics and user journey optimization. Solid knowledge of UX/UI, information architecture, visual hierarchy, digital accessibility (WCAG), and responsive design, as well as proficiency in HTML, CSS, Databases, and programming. Excellent communication skills to present and defend design decisions to stakeholders.

Professional Experience

Sisand — Product Designer

Since August 2025

- Created and continue to evolve the platform's Design System, promoting consistency, scalability, and efficiency across product and development teams.
- Actively participate in project management, collaborating on Product Roadmaps, detailed task descriptions, and strategic product decisions, while providing support to the development and Service Desk teams.
- Evolved legacy system interfaces from Delphi and MVC to a new Angular-based architecture.
- Conducted on-site visits and online interviews/surveys with clients.

UniMater — University Professor

Since July 2025

- Teaching “Information Accessibility” and “Applied Administration for Information Systems” in the Bachelor of Information Systems program.
- Developing educational content based on the course syllabus, creating relevant materials for student learning.

Leads2b — Senior Product Designer

August 2022 – May 2025

- Led end-to-end UX and UI projects for web and mobile platforms, from conception to final delivery, ensuring intuitive solutions aligned with business objectives.
- Created and optimized the Product Discovery and User Research process, covering everything from demand intake and user research to validation with end users, acting as Design Ops.
- Conducted usability tests and product data analysis to support strategic decisions and iterate on solutions, optimizing user experience by adjusting prototype resolution.
- Maintained and evolved the Design System, creating components and promoting consistency, scalability, and efficiency across product and development teams.
- Actively participated in project management, developing Product Roadmaps, detailed task descriptions, and strategic product decisions, providing support to development, sales, and customer success teams.

- Strategically contributed to platform evolution by proposing improvements based on user-centered design principles and research data, aiming for product innovation and friction reduction.
- Developed pages using Figma and Elementor (WordPress), including landing page assets and design patterns.

INDT — Product Designer

May 2021 – August 2022

- Worked throughout the product lifecycle, with active participation in Lean Inception sessions and collaboration with multidisciplinary squads.
- Developed and maintained Design Systems and Style Guides for various projects, ensuring standardization and component reuse.
- Created brands and visual identity manuals for spinoffs.
- Acted as an end-to-end Product Designer, creating high and medium-fidelity UX prototypes for web and mobile.
- Maintained active communication with stakeholders, gathered requirements, documented processes, and created product flows.
- Participated, alongside the HR team, in technical interviews for hiring new UX Designers.

UniMater — University Professor

July 2021 – December 2021

- Taught “User Interfaces and Multimedia” in the Bachelor of Information Systems program.
- Developed educational content based on the course syllabus, creating relevant materials for student learning.

Sponte — UX Analyst

February 2020 – June 2021

- Acted as a UX Designer for the Education, Languages, and Medical Clinic verticals.

- Contributed to the creation and maintenance of the Design System for the new Educational and MedPlus systems.
- Directly involved in requirements analysis and gathering with stakeholders for the Languages system.
- Participated in the creation of new web and mobile versions for Education and Medical Clinic verticals, basing decisions on user-centered design principles and research data.
- Conducted internal training on UX Design and prototyping for teams.

Viasoft — Requirements Analyst

November 2016 – January 2020

- Redesigned the POS (Point of Sale) Desktop system, improving user experience and modernizing operations.
- Enabled the conception of a mobile sales system for gas stations, acting as a requirements analyst and UX Designer from idea to user testing.
- Acted as a Requirements Analyst for the Fuel and Energy chain vertical.
- Managed the certification and integration of payment systems with strategic partners like Sitef and PayNGo, ensuring transaction functionality and security.
- Contributed to structuring a new end-to-end product pipeline architecture, optimizing the process from requirements gathering to version release.
- Conducted on-site support and analysis with clients, solving complex system issues.
- Led the POS system (PAF-ECF) certification process with regulatory bodies, ensuring compliance with tax regulations.
- Created and maintained SQL queries for Oracle and Firebird databases.
- Created internal and public software documentation.
- Worked directly with tax documents (NF-e, NFC-e, PAF-ECF, SAT, etc.), ensuring regulatory compliance and adherence to legislation.

Porthos Info — Co-Founder

April 2018 – December 2018

- Co-founder of “Portos Learn,” a startup incubated at the Pato Branco Technology Park, developed as a graduation project (TCC).
- “Learn” was a web platform aimed at facilitating the search for academic materials for teachers and content creators, as well as fostering experience exchange among users.

Viasoft — Support Analyst

February 2014 – November 2016

- Provided customer service and resolved complex technical issues.
- Created and conducted training for clients and new employees.
- Developed software manuals and documentation.
- Recorded online training videos for the system.

Picolo Design Digital — Founder

Since February 2014

- Freelance Graphic Designer, UX/UI Designer, and User-Centered Consultant for digital products.
- Performed analysis and prototyping for a poultry house and shed management app for InoBram Automações.
- Designed new product iconography for VIASOFT ERP systems, contributing to interface modernization and navigation clarity.
- Created various visual materials, such as logos, portfolios, banners, social media posts, etc.
- Developed complete brands and visual identity manuals.
- Created Leads2b website pages in Figma and Elementor (WordPress).

Education

- **Specialist in Digital Design and Multimedia** — Estácio de Sá University (2018 – 2020)

- **Bachelor of Information Systems** — UNIMATER University Center (Mater Dei) (2014 – 2017)
- **Information Technology Technician** — SENAI Paraná (2012 – 2013)

Courses and Certifications

- Conversational English – Plínio Komanski (Since Oct/25)
- Product Delivery & Scrum – Bruna Fonseca (Dec/25)
- IA/UX Lab Workshop – UX Unicórnio (Jul/25)
- UX Metrics – PunkMetrics (Jun/2025)
- Product Design 4.0 – BTX Cursos (Jun/2025)
- Design Leadership – BTX Cursos (May/2025)
- Leadership Program – Escola Conquer (Sep/2023)
- Digital Business Metrics – PM3 Business School (Sep/2023)
- Product-Led Growth – BTX Cursos (Dec/2022)
- Design System Specialist – Meiucha (Mar/2022)
- Certified Lean Inception Facilitator – Caroli.org (Sep/2021)
- General Data Protection Law (LGPD) – CertiProf (Oct/2021)
- Usability Evaluation – UFRGS (May/2021)
- English Course – Washington Academy (Aug/2020 to Mar/2022)

Lectures Given

- UX Design: In practice, theory is different – UniMater (2022)
- Fundamentals of Prototyping – Sponte (2020)
- Design Thinking: Your Ally in Development – Viasoft MeetUp (2019) and Viasoft Connect (2019)
- Redesign Petroshow POS: Methodology and Processes – DevConference (2018)

Technical Skills

- **Product Design:** UX/UI Design for web, mobile, and desktop, User-Centered Design, User Journey, User Research, Usability Testing, A/B Testing, Data Analysis, Wireframing, Prototyping, Data-Driven Design, Product-Led Growth (PLG).
- **Design System:** Creation and maintenance of scalable Design Systems, Style Guides.
- **Methodologies:** Lean Inception, Agile Methodologies (Scrum, Kanban), Product Discovery, Product Validation, Design Thinking.
- **Leadership & Management:** Leadership, Design Leadership, Project Management, Workshop and Training Facilitation, Roadmaps, Task Scoping, Strategic Product Decision Making, Multidisciplinary Collaboration, Stakeholder Management, Product Metrics.
- **Communication:** Communication, Empathy, Public Speaking, Training, Teaching.

Software and Tools

- **Figma:** Advanced – 5 years
- **Adobe XD:** Advanced – 6 years
- **Adobe Suite:** Photoshop, Illustrator
- **Project Management:** Jira, Trello, Azure DevOps, ProductBoard, Monday, Notion
- **Development:** HTML, CSS, Git
- **Analytics:** Google Analytics (GA), MixPanel
- **CMS/Web:** WordPress, Elementor
- **Product/UX:** UserPilot, LogRocket

References and Recommendations

"I am pleased to recommend Rodrigo Picolo, with whom I had the opportunity to work directly at Leads2b, where he served as a Senior Designer on the Product

team.

Rodrigo has always demonstrated an exceptional level of responsibility and commitment to his deliverables, striving for a high standard of design quality with real business impact. His ability to translate strategic challenges into practical, well-executed solutions made a significant difference in the projects we collaborated on.

In addition to his technical competence, Rodrigo has a remarkable ability to lead design teams. He knows how to guide the team with clarity and focus, always aligned with the company's objectives and in constant dialogue with leadership. His role was fundamental to the scalability of both the team and the product, contributing significantly to the evolution of our operation.

I strongly recommend Rodrigo for his ethical stance, exemplary professionalism, and results-oriented strategic vision. He will certainly be an asset to any product or design team.”

Herom Felipe Canova – Head of Product and Design | Leads2b