

# Luis Rodrigues

Product Designer | Design System Manager

## EXECUTIVE SUMMARY

I am a design thinker, a creative mind that likes to simplify life.

Based on this mission I'm committed to evolving digital products to the simplest human-centered interaction.

For more than 20 years I have been focused on creating great user experiences in several different ways, which took me from analogic graphic design to digital product design.

Having a passion for great visual design approaches, in each new project, I like to apply Design thinking methodologies, understand the problem involving the client, and all the stakeholders in a continuous collaboration workflow.

I am a Design strategist, experienced in Design Ops, being able to develop fluid workflow processes, always considering the team as a whole and each individual as a world. Used to work with cross-functional teams making the bridge between designers, developers, and all stakeholders in context, acting many times as a facilitator with the ability to clearly and effectively communicate design processes, ideas, and solutions.

I worked for a long time in R&D teams as principal designer on OTT solutions for TV boxes (Microsoft and later boxes entirely made in-house like the "Power Box"). I collaborated closely with the Software engineers researching and developing new innovative ways of watching TV.

I consider, we have in those days, created a new paradigm for this kind of TV user experience, building some of the first solutions for interactive TV.

In terms of my personal work process, I am used to dealing with the conception of digital solutions from end-to-end.

Nowadays I have been focused on Design Systems, being a design System evangelist and working as a Design consultant, helping companies to be on the edge of the digital transformation path.

As a Design system manager I have the whole vision and experience in building a system from scratch, able to structure and define the best practices, design shareable components, the Devs handoff specs, the collaboration workflows, the maintenance processes in an evolving and scalable way according with the companies goals and there digital maturity.

Always keeping my product designer mindset, loving to break down complex problems into simple solutions, so life can become easier.

## EXPERIENCE

### DIGITAL PRODUCT DESIGNER

Axians, Lisbon (Portugal)

**01/2017 - Present**

Senior Designer with leadership functions, responsible for the design of digital products.

Creator and manager of Axians Design System (Pulsar), Design strategist, Design consultor, Design system evangelist

### DIGITAL PRODUCT DESIGNER

Novabase, Lisbon (Portugal)

**03/2015 - 01/2017**

Senior Designer with leadership functions, responsible for the design of digital products, user experience (UX), visual design (UI), Apps, web design. Design thinking, Design strategist, Design consultor.

### DIGITAL PRODUCT DESIGNER

Novabase Digital TV, Octal TV Lisbon (Portugal)

**03/2002 - 03/2015**

Principle designer responsible for the design of digital products for interactive TV (ITV), user experience (UX), visual design (UI), Apps, web design. Worked in the digital TV Research area in close collaboration with the developers, assuring the design and implementation of new features for the native TV box interface. Worked with and for many broadcast channels in several countries (Portugal, Spain, Germany, South America), designing TV Apps for Video on Demand, Live events, Soccer competitions like world and European cups, apps, etc.

### WEB DESIGNER

Lowe Lintas, Lisbon (Portugal)

**09/2001 - 03/2002**

Web designer

## SELECTED PROJECTS

### Bcp Design System (Private bank) – 2020 / 21 (ongoing)

Design operations consultor responsible for the structure and design specs for the implementation of the bank Design System, working closely with all the stakeholders, but in specially with the developers and designers to establish a functional workflow system. The system covers all the digital products, mobile apps, web and intranet. Design system manager.

MILLENNIUM BOP FOLIO PAGE

[http://www.lepix.org/myfolio/P\\_bcp.html](http://www.lepix.org/myfolio/P_bcp.html)

### Activo bank Design System (Private bank) – 2020 / 21 (ongoing)

It's related with bcp design system since the two banks belong to the same group, here the challenge was to keep the two brands identity preserved using shared components with a different theam. Here my functions were: Design operations consultor responsible for the structure and design specs for the implementation of the bank Design System, working closely with all the stakeholders, but in specially with the developers and designers to establish a functional workflow system. The system covers all the digital products, mobile apps, web and intranet. Design system manager.

### Pulsar – Axians Design System – 2021 (ongoing)

Being completed focus on Design Systems, this project started as a proposal I made to the group on the first Axians Developer's Conference in Marseille where I presented "Pulsar", my proposal for the first Axian's global Design System. After getting the support from the developer's community, I got the chance to start building the system with the team. Nowadays I am the "Pulsar" Design System manager.

PULSAR FOLIO PAGE

[http://www.lepix.org/myfolio/P\\_pulsar.html](http://www.lepix.org/myfolio/P_pulsar.html)

PULSAR SYSTEM SPECS

<https://xd.adobe.com/view/6a24d498-2c88-406d-94e9-557f0eb6b193-3f77/>

### Helix Nebula - 2017

Helix Nebula it's a data analytics platform, focused on image processing with machine learning algorithms to automate corrosion classification from photographs. My mission consisted in designing the product for several channels (web and mobile) - Web application and App - product design

HELIX NEBULA FOLIO PAGE

[http://www.lepix.org/myfolio/P\\_helix.html](http://www.lepix.org/myfolio/P_helix.html)

## CONTACTS

**PORTFOLIO:** <https://www.lepix.org/myfolio>

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## EDUCATION

**LICENTATE DEGREE, MULTIMEDIA ENGINEERING**  
ISTEC, Lisbon (Portugal)

**ART DIRECTOR - POST GRADUATION**  
LAS - Lisbon Advertising School, Lisbon (Portugal)

**GRAPHIC DESIGN - TECHNICAL PROFESSIONAL**  
ISEFOG, Almada (Portugal)  
Advertising and communication, Marketing, Photography, Graphical Technology

**GAMIFICATION DESIGN COURSE - NOVABASE 2016**

**COMMUNICATION TRAINING TO INFLUENCE - NOVABASE 2016**  
COMMUNICATION TO INFLUENCE - DISC 2.0.

**CHALLENGIX I AND II, LEADERSHIP GYM - SDO / NOVABASE 2016**  
LEADERSHIP, COACHING AND DEVELOPMENT PLANS

**EPM - PROJECT MANAGEMENT FUNDAMENTALS - NOVABASE 2015**

**DO - DESIGN THINKING - NOVABASE 2012**

**FUNDAMENTAL CONSULTING SKILLS - NOVABASE 2010**

## SKILLS

DESIGN OPERATIONS (OPS) LEADERSHIP

DESIGN SYSTEM MANAGER DESIGN SYSTEM EVANGELIST

WIRE FRAMING INTERACTION MOTION PROTOTYPE MAKER

VISUAL DESIGN USER INTERFACE (UI) USER EXPERIENCE (UX)

PRODUCT DESIGN STRATEGIST AGILE MANAGEMENT, SCRUM

GRAPHIC DESIGN, TYPOGRAPHY, ICONOGRAPHY

DESIGN THINKING STORY TELLING USER JOURNEYS

INTERACTIVE TV (ITV) DESIGN

## TOOLS

FIGMA ADOBE XD SKETCH INVSION MAZE

AFTER EFFECTS PREMIERE PHOTOSHOP ILLUSTRATOR

3D STUDIO ARCHICAD

MIRO ZEROHEIGHT

## CODING LANGUAGES

HTML / CSS

JAVASCRIPT

XML

ACTION SCRIPT

## HONOURS

### Winning team in the 1st VINCI Energies Hackathon in Paris

Designer in the Axians Portugal team "Corrosion Squad" that was one of the winners in the first VINCI Energies Hackathon (48h to make data and IoT solutions come to life) May 12th -14th, 2017 in La Factory La Defense, Paris.

Check the article Dinheiro Vivo

<https://www.dinheirovivo.pt/lifestyle/inteligencia-artificial-da-premio-da-vinci-a-equipa-portuguesa-12787100.html>

### Winning team in the 2nd VINCI Energies Hackathon in Frankfurt

Designer in the Axians Portugal team "EYE Buddy" that was one of the winners of this Hackathon "Human Beyond Digital – 48 hours of human-machine interaction".

Our challenge was about Behaviour Detection thanks to video analytics. My function was designing a product concept for this.

Check the article Computer world

<https://www.computerworld.com.pt/2017/05/18/equipa-portuguesa-singra-em-hackathon-da-vinci/>