



Robson Lopes Martins

Product Designer

Personal Information

- Porto Alegre, Brazil
- robson.97.lopes@gmail.com
- +5551 99353-2508
- /robson-ux
- rlopes.design

Skills

- Design Systems
- Visual Design
- User Research & Testing
- Interaction Design
- Information Architecture
- Accessibility (a11y)
- A/B Testing
- Data & Analytics
- CMS
- Code-Friendly Tools

Education

- Digital Design Degree (2022)
Ulbra - Universidade Luterana do Brasil

Languages

- Portuguese: First Language
- English: Fluent

ABOUT ME:

I'm a Senior Product Designer with 7+ years of experience. My main focus is on product strategy and data-driven decision making, leveraging my Software Engineering background to craft user-centered solutions. Over the years, I've worked on various B2C and B2B products, mostly in the retail and food service industries.

Currently, I lead end-to-end product design efforts at Firehouse Subs, a US-based food chain with more than 3 million active users across its digital channels, where I collaborate daily with cross-functional teams to design scalable, accessible, and data-informed experiences.



Ambush

Sep 2021 → Present · Full Time



Firehouse Subs | US & CA

May 2023 → Present · Full Time Contractor

Senior Product Designer

As the sole designer on the team, I own the end-to-end design process, transforming ideas into impactful solutions. From discovery and research to prototyping and validation, I ensure stakeholder alignment at every stage. I collaborate closely with engineers for seamless handoff and conduct visual QA to maintain design integrity and product quality.



RBI | Burger King, Firehouse Subs & Popeyes

Mar 2022 → May 2023 · 1 yr 3 mos · Full Time Contractor

Product Designer

Collaborated with a team of 10 designers to build and maintain a cross-brand Design System for Burger King, Firehouse Subs, and Popeyes, ensuring consistency across apps, websites, and restaurant kiosks. Additionally, worked on internal restaurant systems, including POS, KDS, and CFD, optimizing usability and efficiency across digital and in-store experiences.



Leap Hockey

Sep 2021 → Mar 2022 · 7 mos · Full Time Contractor

Product Designer & Webflow Developer

Designed and built a Webflow-based website (currently outdated) and internal platform for hockey students, including payment and subscription management. To ensure long-term consistency, developed a scalable Design System for future designers to maintain and expand the platform efficiently.



Pmweb | CRO & CRM

Feb 2018 → Aug 2021 · 3 yr 6 mos · Full Time

Product Designer | CRM & CDP

Nov 2019 → Aug 2021 · 1 yr 9 mos

Worked with a team of 5 designers to build a CDP platform and AI-powered CRM app from scratch, enabling retail brands to enhance user retention and customer frequency through data-driven insights and automation.

Product Designer | CRO

Feb 2018 → Nov 2019 · 1 yr 9 mos

Worked with a team of 3 designers on the CRO team for e-commerce, developing and testing A/B solutions to optimize conversion rates and measure impact on ROI through data-driven design iterations.



N49 & Reweb | Front End Engineer

Jan 2016 → Feb 2018 · 2 yr 2 mos



Front End Engineer | E-commerce (N49)

As a front-end engineer, I developed e-commerce platforms for various brands using OpenCart. I also led an initiative to create a high-performance e-commerce template with Vue.js and Server-Side Rendering, improving speed and user experience.



Front End Engineer | Content (Reweb)

Helped develop a drag-and-drop landing page builder tailored for car dealership brands, using Vue.js to create a seamless user experience. Designed a flexible system with customizable components, including headers, banners, forms, and content sections, enabling easy and dynamic page creation.