

Rodrigo Leles

Senior Product Designer

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Work Experience

IFTTT

Senior Product Designer

Remote / Distributed Teams • Mar 2021 - Jul 2024

- Partnered with AI/ML initiatives to design and launch LLM-powered automation features, creating interfaces for AI recommendations + product capabilities.
- Led a full revamp of the product's design system, improving design-to-development efficiency by 33% and reducing UI bug tickets by 50%.
- Implemented A/B testing workflows across web and email experiences, increasing call-to-action engagement by 10% and supporting growth in MRR.

Cooklist

Head of Design

Remote / Async Collaboration • Aug 2018 - Mar 2020

- Introduced user research and funnel analysis to validate assumptions and improve retention metrics.
- Improved retention by 11% and raised App Store rating to 4.8 (9,000+ reviews) by refining onboarding and core flows.
- Contributed to the app's winning entry in the 2018 Techstars Accelerator program.

99 (Didi Chuxing)

UX Lead

São Paulo, Brazil • Sep 2017 - Aug 2018

- Delivered 50+ safety-focused features through iterative design and user testing.
- Worked independently while deeply embedded within product squads.
- Led initiatives around inclusive design (e.g., women's safety program) improving trust and adoption.

Anheuser-Busch InBev

UX Designer

São Paulo, Brazil • Jul 2015 - Aug 2017

- Developed UI frameworks and A/B testing systems to support rapid experimentation across markets, leading to a 20% increase in A.O.V. and a 5% bounce rate reduction.
- Managed international design systems across LATAM.
- Designed and launched a beer-collecting app MVP that achieved a 4.3-star rating with 1,400+ user reviews and ranked in the Top 10 of the App Store's Food & Drink category in Brazil.

Education

Ivan Mizanzuk (online)

May 2018

Interview Workshop: Get the Most out of Your Interviewees

Saulo Milleti

Jun 2016

Design, Aesthetics and Art Direction

Anhembi Morumbi University

Digital Design Bachelor

2006 - 2010

Digital Design Bachelor

Certifications

Flux Academy (Teachable)

2021

The Webflow Masterclass

General Assembly

2016

UX Design On Demand

Skills and Tools

UX Design (8yrs, 10/10)

UI Design (8yrs, 10/10)

Figma (8 yrs, 10/10),

Webflow (6 yrs, 8/10)

Google Analytics (6 yrs, 6/10)

A/B Testing (6 yrs, 9/10)

Wireframing (8 yrs, 10/10)

User Research (10 yrs, 8/10)

Usability (8yrs, 10/10)

Design documentation (8 yrs, 10/10)