

Rodrigo Leles

Senior Product Designer

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Senior Product Designer with 15+ years of experience crafting intuitive, high-impact digital products. Adept at driving end-to-end design processes — from research and backlog planning to launch and iteration — across both mobile and web platforms. Proven ability to collaborate with cross-functional teams, unify product experiences, and deliver measurable improvements to retention, engagement, and usability.

Professional Experience

Senior Product Designer at IFTTT • Mar 2021 - Jul 2024

IFTTT is a leading internet connectivity platform providing connectivity solutions to the world's most innovative brands, helping 22 million people discover and create useful agents. Owned full product design process, from concept to production:

- Designed AI-powered features enabling users to create smarter automations with LLMs.
- Led a comprehensive design system revamp, reducing design-to-development time by 33% and halving UI bug tickets
- Drove a 12% increase in website call-to-action engagement, positively impacting MRR.

Head of Design at Cooklist • Aug 2018 - Mar 2020

Cooklist has an amazing mission: Help people to eat intelligently. I was the sole designer responsible for defining UX strategy and delivering end-to-end product experiences for mobile and web

- 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.

UX Lead at 99 (Didi Chuxing) • Sep 2017 - Aug 2018

99 is the largest Brazilian ride hailing service, one of the largest startup in Latin America and the first Brazilian unicorn. My role was to support the safety squad with UX design and strategy:

- Delivered 50+ safety-focused features through iterative design and user testing.
- Partnered with PMs and engineers to align UX decisions with technical feasibility and business goals.
- Led initiatives around inclusive design (e.g., women's safety program) improving trust and adoption.

UX Designer at Anheuser-Busch InBev • Jul 2015 - Aug 2017

As part of Anheuser-Busch InBev Disrupt Growth Office we led a global brand and UI initiative for a handful digital experiments, like the one that inspired Zé Delivery: LATAM's leading beverage delivery app:

- 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% reduction bounce rate.
- Managed international design systems across Brazil, Mexico, Argentina, and the Dominican Republic.
- 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.

Digital Art Director at Artplan • Oct 2014 - Jul 2015

As the Senior Art Director my role consisted in creating and developing ideas in a multiplatform format for integrated campaigns. Joined projects for clients such as Amil, Amanco, Estácio, Itaipava, Etna, Niely, Melitta, Caixa and Rock in Rio.

Education

Interview Workshop: Get the Most out of Your Interviewees • 2018
Ivan Mizanzuk (online)

Intensive Art Direction • 2017
Escola CUCA

Design, Aesthetics and Art Direction • 2016
Saulo Milleti

Digital Design Bachelor • 2006 - 2010
Anhembi Morumbi University

Certifications

The Webflow Masterclass • 2019
Flux Academy (Teachable)

The 10k Website Process • 2020
Flux Academy (Teachable)

UX Design On Demand • 2016
General Assembly

Lean Six Sigma White Belt • 2016
Anheuser-Busch InBev

Core Skills

Figma (8 yrs, 10/10), Maze (4 yrs, 8/10), Webflow (6 yrs, 8/10), Framer (2 yrs, 5/10), Google Analytics (6 yrs, 6/10), A/B Testing (6 yrs, 9/10), Wireframing (8 yrs, 10/10), Landing Pages (10 yrs, 10/10), Social Media Graphics (10 yrs, 10/10), Email templates (10 yrs, 10/10), User Research (10 yrs, 8/10), Usability (12 yrs, 10/10), Accessibility (8 yrs, 10/10), Handoff (12 yrs, 10/10), Design documentation (8 yrs, 10/10)