

Rodrigo Muniz

PRODUCT DESIGNER • DESIGN SYSTEM SPECIALIST

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Product Designer Lead / Neon

SEPTEMBER 2021 – FEBRUARY 2022, SÃO PAULO

After being promoted, I continued to lead initiatives for the Design System squad and new initiatives for the Design Ops team, managing and supporting two Product Designers and one UX Writer, while getting my hands dirty on the process of creating, updating and documenting new components of Neon's mobile and web apps—working with other designers and devs in their respective product squads, making sure the DS was serving its purpose.

Senior Product Designer / Neon

DECEMBER 2019 – SEPTEMBER 2021, SÃO PAULO

I helped create and maintain Lumen—Neon's Design System—with a focus on consistency and quality of deliverables, making Design more efficient across the entire product team. My primary focus was on leading, measuring, and iterating process improvements for Lumen, its libraries, documentation, and ceremonies. I acted directly on pain points of the P. Design team (~25-30 designers) with a monthly Retro meeting, applying follow-up forms and workshops that resulted in tasks to improve the design pipeline and the relationship with other teams. I also conducted the migration to Figma.

Senior Product Designer / Vindi

JUNE – DECEMBER 2019, SÃO PAULO

I helped a team of two other designers to improve the continuous Product Discovery based on qualitative and quantitative data and to mature the Design culture in the company, applying workshops to solve not only product problems, but also those of the operational sales and service teams. I also helped recruit two more designers to the team; and start the development of the Design System, conducting workshops to help the Product team agree on standards and also the company Design Principles—while acting as the Designer in a squad to deliver solutions focused on Enterprise customers; in addition to being part of the diversity committee.

▶----- SABBATICAL -----◀

Lead Designer / VTEX

JANUARY 2015 – AUGUST 2017, RIO DE JANEIRO

Leading the Design team gave me the opportunity to guide the reconfiguration and solidification of the company's design process and to assist with the product design vision. I helped establish the Design Principles for the new version of the platform and its ecosystem. I led the restructuring of its Information Architecture and the redesign of its navigation, as well as helped kick start the new Design System. I applied sprints for web and mobile rapid prototyping, in addition to launching marketing websites.

UX Designer / VTEX

FEBRUARY 2013 – JANUARY 2015, RIO DE JANEIRO

I conducted usability tests, quantitative research, contextual interviews and heuristic evaluation on Smart Checkout—the e-commerce platform version with secure checkout without password, responsible for an average increase from 0.3% to 3% in the conversion rate during peak sales hours. I also designed and launched the experience of the sales and payment management modules of the platform. In addition, I launched a Help Center redesign with improvements to the existing content architecture—based on data analysis, service tickets, interviews and remote as well as in-house usability tests.

EDUCATION

Information Design Specialization /

UFPE (Federal University of Pernambuco)

POST-GRADUATION 2011, RECIFE

Internet Systems Technologist /

Faculdade Marista

GRADUATION 2009, RECIFE

SKILLS

Design: Design System • Design Leadership

- Interaction Design • Workshops Facilitation
- Lean UX • Service Blueprint • User flow
- Design Critique • Humanity-Centered Design • Style Guide • Responsive Webdesign
- Accessibility

Research: Product Discovery • Quantitative Analysis • Contextual Interview

- Heuristic Evaluation • Journey Mapping
- Ethnography • Usability Testing
- Task Analysis (remote and in-person)

Prototyping: Paper Prototyping

- Wireframe • Figma, Invision and Keynote Prototyping • High Fidelity Prototype with HTML/CSS/JS

Tools: Figma • Sketch • Invision • ZeroHeight

- Miro • Photoshop • Illustrator • Typeform
- HTML/CSS/JS • Git • React • Jekyll
- Wordpress

Languages: English (advanced) • Spanish (basic)

INTERESTS

- Cultural Production • African Philosophies
- Music Production • Afrofuturism • Cooking
- Typography • Psychology • Decolonialism
- Hip Hop • Singing • Cycling • Pilates • Travel
- Socials Enterprises • Astronomy • Synths

Interaction Designer / Robô Livre (CNPQ/Capes)

FEBRUARY 2012 – FEBRUARY 2013, RECIFE

I was responsible for the Design of the web platform in which students from public and private schools shared resources such as code, pictures, new findings and general information of the robotics projects they were participating in school. I helped with requirement specifications, user flows, high fidelity prototyping, visual design, user testing and HTML/CSS coding. I also designed and launched landing pages and one institutional website.

Specialist Teacher / IBGM (Web Design and Advertising Graduation)

JULY – DECEMBER 2012, RECIFE

Co-founder Designer / Wenetus Interactive

JULY 2007 – MAY 2012, RECIFE

Interaction Designer / 7 graus

NOVEMBER 2006 – MAY 2008, PORTO-PORTUGAL (REMOTE)

Junior Web Designer / SX Brasil

JULY 2006 – OCTOBER 2006, RECIFE