Rui Couto

UX & Product Manager

Lead UX and Product Manager with 7+ years of experience in driving user-centered design for complex, technical products, aligned with business outcomes. Specialized in ensuring successful delivery of data informed experiences, aligned with different stakeholders and addressing product and technical needs. Delivered major initiatives, improving usability, product adoption and aligning product outcomes, business and user needs.

EXPERIENCE

Lead UX Product Designer
OutSystems
Mar 2020 - Present - 4 years, Remote

Managed and led UX work in a cross collaboration environment with Product, Architecture and Engineering, as Team Lead and DRI in two value streams (Identity & ALM). Drove delivery roadmapping and planning, data and user informed decisions, vision work, system thinking and design work both individually and within the team.

Senior Researcher
HASLab / University of Minho
Jul 2017 - Mar 2020, Braga

Main researcher in Interactive Systems and formal methods verification for critical systems, performing scientific research work and projects proposal.

Invited Assistant Professor
University of Minho
Sep 2014 - Mar 2020, Braga

Lecturing software engineering classes.

EDUCATION

PhD in Informatics
University of Minho, Braga
2012 - 2017

Focus in software engineering and pattern-based software development.

CERTIFICATIONS

NN/g
- Leading Highly-Effective UX Teams
- New UX Managers

Braga, Portugal

Key skills
Product Design
User Experience
System thinking
User research
User interview
UX/UI design
Team management
Stakeholder management
Product Management
Roadmap planning
Vision setting
Data driven decision making

Tools & Technologies
Miro, Jira, Productboard
Amplitude, Snowflake

Other Skills
Software development (Web, desktop, mobile)

Languages
Portuguese (native)
English (professional)

Social
ruicouto.github.io
linkedin.com/in/rmscouto/

Enabling Custom Delivery Pipelines for Distinct Business Lines

OutSystems

2024

- Objective Support the use cases of big customers with different business lines (non-disclosable).
- Impact Enabled the planning of the feature for the 2025 roadmap, based on the performed work. Led the system thinking process required to understand how adding a new layer on top of the platform impacted other parts, both functionally and technically. Led the analysis of user needs and previous research to support data informed decisions, and drove cross-functional collaboration to achieve a successful delivery.

Extend OutSystems integration capabilities via public APIs

OutSystems

2024

- Objective Support platform extensibility via integration with 3rd party services.
- Impact Provided customers support for end-user management use cases via public APIs, increasing platform usage and satisfying user needs. Drove the UX work for configuration of APIs permissions and credentials, cross team and group collaboration (e.g. Documentation, PM, Architecture), ensuring that the delivered APIs fulfilled the expected product outcomes.

Improving User Experience via External Authentication

OutSystems

2022

- Objective Extent the OutSystems platform integration capabilities via external Identity providers.
- Impact Improved platform adoption, by removing a sales blocker related to identity capabilities. Led the initiative from the UX perspective, collaborating closely with cross-functional stakeholders, leading other product designers through complex technical challenges. Defined and streamlined the cross-product user journey, ensuring a seamless and frictionless authentication process that improved overall user satisfaction and security.

AI driven feedback gathering and processing tool

OutSystems

2025

- Objective Provide internal access to feedback and data processing capabilities via an in AI driven tool (built in house).
- Impact Democratized access to internal data to all OutSystems employees, with corresponding clustering, to support data informed decisions, speed up data analysis, and push improvements to the product at a higher pace. Required cross department collaboration for the creation of the tool, as well as a clear understanding of internal processes and tools. Supported the

pitching of the idea, definition of the project, planning, development and internal release.

OutSystems 2024 Open Days award
2024
Winner of the "Lab Rat" award in internal hackathon

OutSystems Top Performer
2020
Acknowledged as one of the top performer (top 1% contributor amongst the whole R&D) for the work done in the Identity area as product designer