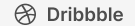




ricardooda.me
hello@ricardooda.me



Work Experience

Clip **Product Design Manager** June 2022 - Present

- Leading the design team for Clip Digital and Hardware products.
- Helping on the strategy definition for the Product Design team and improving the existing Design process and establishing best practices.
- Mentoring Product Designers to help them throughout their career development.
- Hands on design for new and existing products (Clip Stand, Onboarding, KYC and Profile) improving the experience of millions of Clip merchants.

Hola Cash **Head of Product Design** November 2021 - June 2022

- Led the design team for BNPL and One Click Checkout.
- Defined the strategy and projection for the Product Design team.
- Mentored Designers, help strengthen and grow the Design culture in the company.
- Hands on design for Design System and Developer Portal.

Eva **Head of Design** March 2021 - November 2021

- Led the design team for Eva PACS.
- Helped on the company brand refresh, collaborating with Kristine Arth.
- Helped to grow the Design team and strengthen the Design culture in the company.
- Hands on design for Eva Design System and Eva PACS.

Nubank **Senior Product Designer** September 2019 - March 2021

- Designed the credit card application experience, Homepage, FAQ and new e-mail templates.
- Helped to improve the experience for the Nu Virtual Card and registration experience.
- Collaborated with research in product discovery and improvements.
- Collaborated on Marketing campaigns (Dile Nu) as Visual Designer.
- Collaborated in different initiatives with the Brazil and Colombia teams.

Conekta **Product Design Coordinator** September 2017 - August 2019

- Designed and coded (Frontend) the Conekta Homepage and Merchant Desktop app.
- Helped to improve the experience for OXXO Pay (Cash payments solution).
- Collaborated on the company rebrand and built the foundation for Design System.
- Helped to grow the Design Team and evangelized the discipline through the company.

Facturama **Designer** December 2013 - August 2017

- Designed and coded (Frontend) the Invoicing experience product and its new features.
- Conducted research, discovery and conceptualization for the Accounting module.
- Designed the Shopify, Android and iOS apps.
- Led all the design initiatives and refreshed the company identity.

Skills

- Design, Product & Systems thinking.
- Design Systems.
- Visual Design.
- Illustration.
- Identity Design.
- Research & User Testing.
- Design Strategy & Team management.
- Mentoring.
- Coding (HTML, CSS).

Toolkit

- Figma.
- Maze app.
- Miro / Figjam.
- Adobe Illustrator.
- Adobe Photoshop.
- Development IDE (VS Code, Sublime Text).
- No Code platforms (Webflow, Framer).
- Hotjar.
- Mailchimp.
- Procreate.
- Notion.
- G Suite.

Community



UXMX Podcast

Diseño de producto en Nubank.



Oficina General Podcast

El Diseño conecta a la gente con la tecnología.