Rodrigo Silva

Senior UX Designer

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ABOUT ME

Hey there!

I'm Rodrigo, a senior user experience and interface designer based in Vancouver.
For 15 years, I've been working as a UX Designer, leveraging strategy and research to create impactful digital products that deliver valuable user experiences.
Over this time, I've tackled complex design challenges and transformed them into simple, efficient, and intuitive solutions while collaborating with multidisciplinary teams and applying user-centered methods.

COMPETENCIES

B2B, SaaS, Lean UX, Design Thinking, UX research, sketching and wireframing, interactive prototyping.

Experience in Agile methodologies and working as part of multi-disciplinary teams

Interaction design
Visual design
User research
User interviews
Wireframing
Prototyping
Usability testing
Surveys
Personas
Job To Be Done
Workflows
Responsive Design

EXPERIENCE

Lead User Experience Designer

Roche Diagnostics, San Francisco (remote from Vancouver)   Mar 2022 - present

- Led UX initiatives alongside a seasoned team of UX designers and scientists.
- Migrate HyperDesign solution to the new ROCHE/NAVIFY design system.
- Designed complex life science solutions such as an essay panel design tool.
- **Tools**: Figma, Miro, Amplitude, Metabase, Tableau, Jira, Confluence.

Senior UX Designer

Sherwa, Vancouver   Sep 2021 - Jan 2022

- Collaborated with 3 UX designers to create a Design System and use it to redesign and release a PC version of a gaming community mobile app. Also, I prototyped, planned and conducted remote usability tests during a 3 months project.
- The project was finished two weeks in advance, a well-appraised job.
- **Tools**: Figma, Slack, Jira, Trello, Agile ceremonies, lean UX.

Senior Product Designer

Softplan Systems, Brazil   Apr 2019 - Mar 2020

- Conducted the discovery track, alongside the product manager, in the Supply Chain Team, using Design Thinking and Agile methods.
- Created a new set of features, on a data basis, that led to 20% fewer support callers.
- Collaborated with 4 other product designers to create an effective Design System using Figma. This ensured global consistency across the product..
- **Tools**: Figma, Miro, Mixpanel, Asana, Microsoft Teams

Senior User Experience Designer

ADP (via Catarinas Design UX agency), Brazil   Aug 2018 - Apr 2019

- Led a team of 3 UX designers, doing professional follow-up and regularly applying 1:1 and alignments meetings. Ensuring quality and delivery in a timely manner.
- Conducted research, facilitated workshop co-creation and ran usability tests for a large international payroll and human resources company.
- The new product launched positively impacted 150k employees' lives.
- **Tools**: Sketch, InVision, Appear.in, Trello.

Product Designer

Exact Sales, Brazil   Sep 2016 - Agu 2018

- Helped the start-up organize design processes, enabling it to develop a fast-growing product, tripling in size in two years.
- Collaborated with the design team to create a visual style guide and then converted it into library components in Axure.
- Was in charge of creating high-quality interactive prototypes, thus helping to boost the company's sales.
- **Tools**: Axure RP, Photoshop, Trello, Lucidchart, Google Analytics.

LANGUAGES

Portuguese (native)
English
Spanish

TOOLS

Figma
Miro
Mixpanel
Jira
Confluence
Google Analytics
Axure
Adobe XD
Sketch
InVision
After Effects
Adobe Illustrator
Photoshop

OTHER

Material Design
Google Heart Framework
Design System
HTML
CSS

UX/UI Designer

Involves Tecnologia, Brazil   Sep 2015 - May 2016

- As the only designer, I succeeded in redesigning the Agile Promoter software interface to launch in a new technology stack — react.
- It was a tremendous challenge to be the first UX within the company, where I had shown teams the importance of the UX process.
- **Tools**: Photoshop, Marvel App, Agile Methods and ceremonies.

UX/UI Designer

Cianet, Brazil   May 2013 - Aug 2015

- Designed an attractive, practical, and interactive TV interface through user-centred design methods and processes such as context observation, user flows and wireframes.
- **Tools**: Balsamiq, Photoshop, Paper prototype, Git.

Local Leader IXDA (Volunteer)

Center of Reference in Innovations and Technology - CERTI   Mar 2010 - Mar 2012

- Contributed to creating a UX community by organizing events about Interaction Design and User Experience Design.

Web Designer | User Interface Designer

Center of Reference in Innovations and Technology - CERTI   Mar 2010 - Mar 2012

- Implemented web templates for main partners of CERT.
- **Tools**: Photoshop, Joomla!, HTML, CSS, JavaScript, Google Analytics.

Web Designer | User Interface Designer

Talk Interactive, Brazil   Feb 2008 - Feb 2010

- Created delightful interfaces to blogs and marketing campaigns.
- **Tools**: Photoshop, Illustrator, Drupal, WordPress, HTML, CSS, JavaScript.

COURSES AND TRAINING

Design Experiences for AI
IxDF - Interaction Design Foundation - Mar 2024

Design with and for Artificial Intelligence
IxDF - Interaction Design Foundation - Feb 2024

Product Management
PM3 School - Sept 2019

Remote Team Leadership
Officeless - Apr 2019

UX Strategy
UX Overtake - Dec 2018

EDUCATION

User Experience Design | Certificate
BrainStation, Vancouver. Mar - Jun 2020

User-Centered Design | Postgraduate Diploma
Positivo University, Brazil. 2011 - 2012

Graphic Design | Bachelor's Degree
Univ. of the State of Santa Catarina, Brazil. Jul 2002 - Aug 2008