

Rodrigo Peixoto

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Senior UX/UI Designer

AI-Driven Product Thinker | Expert in Research & Design Systems

Senior Product Designer with 10 years' experience in UI/UX, interaction design, and scalable design systems. Expert in managing multiple digital products, leading user research, and driving measurable UI innovation. Skilled in advanced Figma practices (Auto Layout, prototyping, and component libraries). Trained AI models (ChatGPT, Gemini) for user simulation, generating high volumes of actionable insights. Proven record in improving product performance via UX writing and iterative design.

Core Skills

- **Figma:** Components, Auto Layout, Variants, Prototyping, Documentation.
- **UI/UX Design:** Responsive Web, iOS/Android, Accessibility (WCAG), Design Systems.
- **Research & Testing:** Usability Tests, Interviews, Surveys, Discovery, Heuristics.
- **UX Writing:** Microcopy, Tone & Voice, Content Consistency.
- **AI Product Insight:** AI Training (ChatGPT, Gemini) for User Behavior Simulation.
- **Management:** Cross-functional Collaboration, Stakeholder Engagement, Prioritization.
- **Tools:** FigJam, Miro, Adobe Suite, Hotjar, Google Analytics, Trello, Webflow, Slack.

Professional Experience

MoveUp Media — Remote (France/Brazil)

08/2024 - 05/2025

Senior Product Designer – Design System Ops

Designed and scaled [Lebi](#)'s global design system, enhancing UI consistency.

- *Developed 40+ reusable Figma components, improving design efficiency by 30%.*
- *Conducted targeted research for alpha and V1 product launches, significantly increasing user alignment.*
- *Reduced onboarding time by 25% through effective documentation and design audits.*
- *Delivered stakeholder workshops on Figma best practices, enhancing cross-team adoption.*

Deeploy — Remote (Brazil-SP)

02/2024 - 05/2024

Senior UX Designer – Product Strategy

Enhanced UX and onboarding flows for digital banking platforms.

- *Increased user engagement by 20% through generational mapping.*
- *Analyzed 35 key research data points, improving user interaction by 25%.*
- *Boosted digital adoption by 30% via cross-team collaborations.*
- *Achieved a 20% rise in user satisfaction through intuitive app design.*

Magalu Cloud — Remote (Brazil-SP)

08/2023 - 02/2024

Lead UX Designer – Product Strategy

Managed UX and design system initiatives across multiple product teams.

- *Improved design consistency by 20% through enhanced design systems.*
- *Increased team productivity by 60% via mentoring and clear progression paths.*
- *Raised project approval rates by 20% through improved stakeholder relations.*

Thoughtworks — Remote (Chile/Brazil)

Various Roles: 03/2021 - 02/2023

Senior UX Designer – Product Strategy and Service Designer

Led multiple projects focused on accessibility, design system, product strategy, and service design.

- *Increased digital inclusion by 45% with targeted accessibility enhancements.*
- *Expanded kindergarten enrollments by 30% through effective service design.*
- *Improved agricultural family efficiency by 15% through service-oriented UX.*
- *Reduced user complaints by 25% through consistent mobile app design.*

Escola de Saúde Pública do Ceará (ESP-CE) — Hybrid (Brazil-CE)

01/2020 - 01/2022

Lead UX Designer – UX Strategy

Redesigned healthcare systems. Contributed to COVID-19 medical innovation ([Elmo Helmet](#)).

- *Improved usability of healthcare platforms, contributing significantly during COVID-19.*
- *Enhanced the usability of the award-winning Elmo Helmet by 55%.*

LSBD - UFC — Hybrid (China/Brazil-CE)

10/2018 - 01/2020

Mid-level UX/UI Designer

Conducted UX research and design for [Lenovo](#) products.

- *Conducted research and design for Lenovo projects, improving chatbot-driven sales efficiency by 10% via ML sentiment analysis.*

Associação Shalom — On-site (Brazil-CE)

04/2018 - 10/2018

Mid-level UX/UI Designer

Developed interfaces, landing pages, and graphic materials for finance sector campaigns.

- *Increased finance campaign conversions by 15% through optimized digital interfaces and graphic materials.*

Invista Tecnologia — On-site (Brazil-CE)

08/2017 - 03/2018

Junior UX/UI Designer

Designed mobile and web interfaces for startups.

- *Boosted customer engagement by 20% through innovative app design.*
- *Enhanced project approval rates by 50% through strategic client collaboration.*

Education

- **Federal University of Ceará (UFC) – Postgrad, Medical-Surgical Sciences** (ongoing)
- **HSM University – MBA, Growth Hacking & Agile Mindset** (2020)
- **Federal University of Ceará (UFC) – BA, Architecture and Urbanism** (2014)
- **Gracom School of Visual Effects – Technical Degree, Digital Design** (2013)
- **Interaction Design Foundation (IxDF) – Technical Program, UX Design Certification** (2018).

Professional Membership

- [ADPList.org](#) – Volunteer UX/UI Mentor (2022–Present)
- [TheStarter](#) – UX Research Instructor & Mentor (2022)
- [Awari](#) – UX Design Instructor (2022–2023)
- [Design Culture](#) – UX Design Instructor (2019–2022)
- **Gracom School** – Digital Design Instructor (2016–2017)