
Rafael Cavalcante Lima

Lead / Senior Product Designer & UX Specialist

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PROFESSIONAL SUMMARY

Result-driven Lead / Senior Product Designer and UX Specialist with over 10 years of experience bridging user-centered design, advanced technology, and business strategy. Proven track record leading cross-functional teams, launching robust design systems from scratch, and architecting complex digital ecosystems for B2B SaaS, FinTech, and enterprise platforms. Experienced in product discovery, roadmapping, and experimentation, turning complex workflows into scalable, high-impact experiences that drive activation, retention, and revenue.

CORE COMPETENCIES & SKILLS

Product Design & UX: Product Design, Interaction Design, Information Architecture, Design Systems, High-Fidelity Prototyping, Design Tokens.

Product Strategy & Delivery: Product Discovery, Roadmapping, Agile/Scrum, Backlog Collaboration, Cross-functional Leadership, Growth Metrics, Experimentation (A/B, usability).

User Research & Analytics: Qualitative & Quantitative Research, Usability Testing, User Journey Mapping, Data-Driven Optimization, Adobe Analytics, Hotjar, Maze, Power BI, Tableau.

Accessibility: WCAG 2.1, ADA, Section 508, Inclusive Design Patterns, Screen Reader and Keyboard Navigation support.

Tools & Technologies: Figma (7+ years), Sketch, Adobe XD, Storybook, Jira, Confluence, Miro, WordPress, HTML/CSS/JS, Python.

PROFESSIONAL EXPERIENCE

Ecoa-me, São Paulo - Lead Product Designer

SEP 2025 - PRESENT

- Architected and scaled a comprehensive enterprise design system from scratch, accelerating MVP delivery times by 35% across engineering pods.
- Led product discovery and UX strategy for a B2B SaaS platform, aligning journeys and flows with core revenue and adoption targets.
- Defined UX metrics and experimentation backlog with PMs and Engineering, connecting design decisions to activation, retention, and NPS.
- Championed WCAG 2.1-compliant patterns across the product lifecycle, reducing accessibility-related risks and support tickets.

Beyond Solutions / BR Partners, São Paulo - Lead Product Designer / Senior UX/UI Designer

JAN 2024 - SEP 2025

- Designed data-dense financial product interfaces and internal systems for an investment banking ecosystem.
- Collaborated with data and business teams to design dashboards in Power BI and Tableau, making key financial KPIs intuitive and actionable for executives.
- Maintained and matured the corporate design system, reducing design-to-development handoff friction by 25%.
- Planned and facilitated discovery workshops, usability testing, and stakeholder reviews to align UX priorities with business goals.

TriggoLabs / Natura&Co, São Paulo - Senior UX/UI Designer

AUG 2022 – OCT 2023

- Owned end-to-end interface execution for a high-traffic mobile app serving over 1.5 million active users globally.
- Conducted iterative usability testing, heuristic evaluations, and analysis of product analytics to optimize critical journeys and improve retention and conversions.

- Applied accessibility standards and contributed new patterns to Natura&Co's existing design system component library.

Dexco, São Paulo - Lead UX Designer

JUN 2021 – FEB 2022

- Led a multidisciplinary UX team focused on increasing UX maturity using agile discovery and delivery practices.
- Established standardized user research playbooks that reduced discovery-phase cycles and accelerated executive sign-off on new feature rollouts.
- Defined UX metrics, OKRs, and workflows to scale design across squads and product lines.

Octotech / Danone Nutricia, São Paulo - Lead UX Designer

JAN 2019 – MAY 2021

- Directed end-to-end UX architecture for a global eCommerce platform, optimizing conversion funnels and checkout flows.
- Designed conversational AI experiences and chatbots that reduced support ticket volume and improved first-contact resolution.
- Led the creation of Danone Nutricia's design system, including components, templates, and documentation for developers.

Redspark / Embraer, São Paulo - Senior UX Designer

OCT 2018 – JAN 2019

- Led discovery at Embraer by mapping and analyzing a 20+ tool software ecosystem and identifying workflow bottlenecks.
- Proposed consolidation and redesign strategies that improved productivity for internal teams.
- Produced wireframes, prototypes, and journey maps, presenting insights and recommendations to senior stakeholders.

Altran / Hospital Albert Einstein, São Paulo - Senior UX Designer

MAR 2018 – AUG 2018

- Designed an audit and finance system for a major hospital based on UX best practices and iterative usability testing.
- Applied WCAG 2.1-compliant patterns to ensure accessible interfaces for different user profiles.

Resource IT Solutions / Banco Santander, São Paulo - Senior UX Designer

SEP 2017 – MAR 2018

- Joined Santander's Human Resources UX team to design a new internal system from the ground up.
- Conducted field research, stakeholder interviews, and service blueprinting that optimized internal workflows and reduced administrative processing times by 15%.

EDUCATION

XP Education, São Paulo - Postgraduate Diploma in Data Science & Machine Learning

MAY 2025 - JUN 2026

UNIFIEO, São Paulo - Bachelor's Degree in Digital Design

AUG 2012 - JUL 2016

CERTIFICATIONS

Product Management | PM3

UX Management | Interaction Design Foundation (IDF)

Design Thinking | Interaction Design Foundation (IDF) + Echos

Design Systems | Design Code

Fullstack JavaScript & Python | Treehouse

WCAG / Web Accessibility Certification