

Rafael Bottaro da Rocha

Product Designer · UX/UI

São Paulo, Brazil · rafael.dg.bottaro@gmail.com · +55 11 99658-6466

Portfolio · LinkedIn · Available for full-time remote roles (contractor)

SUMMARY

Product designer with 15 years in digital products, the last 5 focused on UX at a Brazilian fintech. I came into UX through editorial design and front-end development, so I write HTML, CSS and JavaScript and negotiate scope with engineers using technical arguments, not just design preference. I test before I ship and use the result to defend the decision. Beyond execution, I also develop people — I've trained a junior UX designer and mentored other professionals earlier in my career.

EXPERIENCE

Product Designer (UX/UI) · Ewally — Fintech

Feb 2023 – Present · São Paulo, Brazil

- Own design for three products in parallel — consumer app, B2B Portal and Admin Portal — embedded in a squad with 1 PM and 2 engineers on quarterly delivery cycles.
- Ran moderated usability research with anti-fraud analysts; the finding (fully manual entry, no filters, no bulk approval) drove a flow redesign that cut average task completion time by 60%.
- Built the company's Design System in Figma from scratch — 30+ components and tokens — adopted across all three products, eliminating pattern divergence between app and portals.
- Redesigned the Pix instant-payment transfer flow from mapped error points, reducing reported transfer problems by 5%.
- Mentored a junior UX designer on the squad, supporting her ramp-up in research and prototyping.
- Delivered 10+ critical flows and 50+ screens with implementation-ready specifications.

UX/UI Designer · Ewally — Fintech

Jan 2021 – Feb 2023 · São Paulo, Brazil

- First UX designer at the company; established the design process where no practice existed.
- Ran the initial user research cycles behind the app redesign, defining the interview and testing method the company still uses.
- Created the component and pattern foundation that became the Ewally Design System.

Front-end / UX Consultant · EZ4 — IT easy for you

Apr 2018 – Jan 2021 · São Paulo, Brazil

- Consulted on the Fluig platform (TOTVS) for enterprise clients including FIDI and Planus.
- Prototyped, tested with users and handed technical specifications directly to development teams.

Digital Advertising Coordinator · Editora Abril

Aug 2010 – Dec 2017 · São Paulo, Brazil

- Closed digital editions of VEJA and VEJA São Paulo from the publisher's first tablet edition (Sep 2010).
- Ran usability testing on iOS and Android for new digital titles in the portfolio.
- Trained 2 professionals to take over digital advertising coordination, ensuring continuity of the process.

SKILLS

Design & Prototyping: Figma (components, auto layout, libraries), Adobe XD, Illustrator, Photoshop, InDesign

Research & Validation: Moderated and unmoderated usability testing, in-depth interviews, Maze

Systems: Design systems, design tokens, interactive prototyping, accessibility

Technical: HTML, CSS, JavaScript — specification handoff, technical feasibility assessment

Methods: Discovery to delivery, Design Thinking, Double Diamond, Scrum / Kanban, AI-assisted design workflows

EDUCATION, CERTIFICATIONS & LANGUAGES

B.A. in Graphic Design — Centro Universitário Senac, Brazil (2004–2008) · Web Interfaces: HTML, CSS, JavaScript — IME-USP (2018)

UX Unicórnio Program, 120h (2020) · AI & UX Portfolio Workshop (2026) · Triple UX Workshop (2023)

Languages: Portuguese (native) · English (advanced, professional working proficiency)