Rafael Vasconcellos

UX Designer & UX Researcher

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Experienced UX and Product leader with a track record of **driving UX strategy, leading research initiatives, and aligning user needs with business goals**. Adept at **leading cross-functional teams, advocating for UX best practices, and improving product processes** to create impactful digital solutions. Fluent in English, with experience in **user research, product management, agile methodologies, and user-centered design**.

EXPERIENCE

Product Lead & UX Designer II
Iniciativa FIS
Jan. 2024 -

Iniciativa FIS organizes the largest healthcare event in Latin America, FISWeek, bringing together multinationals, public organizations, startups, and industry leaders. As Product Lead and UX Designer, I took ownership of UX strategy, stakeholder collaboration, and the delivery of scalable digital platforms.

- Led end-to-end UX strategy and managed 4 digital platforms (2 SaaS, 1 ERP, 1 mobile app), aligning user research insights with business objectives and increasing operational efficiency by 20%.
- Championed UX best practices by establishing design systems, accessibility standards, and research-driven decision-making, ensuring consistent user experiences.
- Led workshops and stakeholder alignment meetings, improving collaboration between business, development, and design teams.
- Managed a cross-functional team of 7 designers and developers, ensuring high-quality, timely deliveries.
- Owned the full research and UX process for the launch of a credentialing platform and mobile app for FISWeek, successfully supporting 7,000 participants and over 300 lectures.

UX Designer I
Iniciativa FIS
Nov. 2022 - Jan. 2024

- Co-led the development of Sheldon, a B2B/B2C SaaS LMS platform, expanding access to 30,000+ healthcare professionals.
- Conducted extensive user research and testing, ensuring data-driven UX improvements that enhanced usability and adoption.
- Spearheaded UX advocacy, educating teams on design systems, accessibility, and user-centered methodologies.

- Optimized B2C and B2B platform versions, reducing outsourcing costs by 25% and increasing revenue streams.
- Unified two fragmented user databases, increasing platform traffic by 30% and providing valuable user insights.

UX Designer
Revista Fragmentos
Fev. 2019 - Nov. 2022

Revista Fragmentos is a platform that showcases university productions beyond formal academic writing. As a UX Designer, I created an accessible and engaging digital experience for a diverse audience.

- Designed and implemented a scalable digital platform, increasing engagement with university productions.
- Conducted usability testing and iterative improvements, ensuring an intuitive and accessible experience.
- Developed a design system to maintain brand consistency and facilitate long-term scalability.
- Applied agile methodologies (Scrum) to manage UX projects efficiently, ensuring alignment with stakeholder expectations.

Researcher
Universidade Federal do Rio de Janeiro
Mar. - Mar. 2024

As a researcher at UFRJ, I explored complex systems and human behavior, producing strategic insights that supported academic publications and practical interventions.

- Conducted qualitative and quantitative research on work dynamics and organizational behavior, resulting in 3 scientific publications and 1 book.
- Developed and executed research methodologies that contributed to award-winning projects recognized at scientific fairs.
- Applied data analysis techniques to derive insights that informed real-world applications.

EDUCATION

Master's in Psychology

Universidade Federal do Rio de Janeiro
Mar. 2022 - Mar. 2024
FAPERJ Nota 10 Merit Scholar

Bachelor's in Psychology

Universidade Federal do Rio de Janeiro
Ago. 2016 - Jul. 2021
Magna Cum Laude

CERTIFICATES

- Prompt Engineering – DeepLearning.AI (2023)
- The World Through Data: Research, Data, Python – Massachusetts Institute of Technology (2023)
- Especialização em UX – Google Education (2022)
- User Research and Design – Universidade de Minnesota (2022)
- UX Research at Scale: Surveys, Analytics & Online Testing – Universidade de Michigan (2022)

SKILLS

Hard Skills:

- **UX Leadership:** UX Research, Design Thinking, User-Centered Design, Stakeholder Management, Workshop Facilitation
- **Research & Strategy:** Usability Testing, Prototyping, Information Architecture, Storyboarding, Wireframing, Journey Mapping
- **Product & Process:** Backlog Management, Roadmap Planning, Agile Methodologies (Scrum, Kanban), Product Metrics (KPIs), Voice of Customer Advocacy

Soft Skills:

- Strategic Thinking, Communication, Critical Thinking, Leadership, Collaboration, Empathy, Creativity

Tools:

- Figma, ClickUp, Notion, Google Workspace, Trello.

Languages:

- Portuguese (Native), English (Fluent), French (Intermediate), Spanish (Basic), German (Basic).

AWARDS

Honorable mentions for four research projects presented at scientific fairs (UFRJ and UFF), with three published as academic articles and one as a book.