

Rodrigo Pitorri

Senior Product Designer | Staff Product Designer | Lead Designer
São Paulo, Brazil

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RESUME

I've worked in digital design since 2003, working for companies in Brazil, Colombia, Spain, and the U.S.

Designer based in Brazil, proficient in all significant Product Design disciplines - UI, Visual, UX, UX Research, and Workshop Facilitation - leading the design of digital products and crafting unique User Experiences.

Highly skilled in research, UX strategy, and a Design Leader hands-on, designing high-fidelity user interfaces, prototyping, and testing interactions, always seeking the answer to the question, "How can we create something people love?".

The most satisfying aspects of my job are delivering solutions to the company's complex problems and designing products that improve people's lives. My professional success is based on my extensive knowledge of UX Design.

Another curiosity about me is that I have dual citizenship as a Brazilian and an Italian.

EXPERTISE

Product Design: UI, Visual Design, UX Design, and Design Leadership

OTHER SKILLS

UX Research, Workshop Facilitation, Creative Art Direction, Branding, Illustration, 3D, Photography

RELEVANT WORK EXPERIENCE

Toptal (Dec/21 - Present) - Freelancer - Global company (remote)

Senior Product Design - UX, UI Design, and Facilitation

I'm a high-ranked freelancer able to work for Toptal's clients as a Senior Product Designer. Toptal is a global remote company that provides a platform connecting businesses with top freelance designers worldwide.

Rappi (Sep/21 - Nov/25) - Bogotá, Colombia (remote)

Staff Product Designer (since Aug/2024 - Nov/25)

As a Staff Product Designer, I've been working on:

- Helping to raise Rappi's design quality
- Mentoring designers
- Enhancing team engagement

Senior Product Designer - Technical Lead Product Designer (since Sep/21 - Nov/25)

As a Senior Product Designer (individual contributor), I've been leading technically the design of:

The B2B Restaurant sector offers products that help merchants in nine Latin American countries.

I've been working on:

- Self-onboarding automation (Portal Partners): web version
- Order management tool (Aliado). Around half a million food delivery orders per day go through this app: web, Android tablet, and mobile versions
- At the same time, I'm leading and mentoring designers to solve design problems within a Design System for restaurant products, structuring it to be scalable, thereby raising overall design quality. (Jan/2025 until now)

Rappi 4Business (B2B) helps companies provide benefits to their employees. It's a mobile and desktop web app (Jan/2024 to Dec/2024)

Rappi Gift (B2C) allows you to gift someone you care about by purchasing credits to use on Rappi. It's a mobile web app. (Jul/2024 to Sep/2024)

Rappi Travel (B2C) is an online travel agency for users in seven Latam countries. The products include flights, Hotels, Hotel Rooms per Hour, Car Rentals, Packages, and tours and activities. It's a mobile and desktop web app. (Sep/2021 to Dec/2024)

I've been working on:

1. Design Strategy

- Understanding the business needs
- Setting design goals and relating them to product outcomes

2. Design Management

3. UX Design:

- UX exercises to better understand the user needs
- Benchmarking
- Problem inventories on screens and flows, and ideating some assumptions to solve issues
- User Story Maps
- Mapping flow charts
- User cases in different scenarios
- Usability tests
- UX documentation
- Design facilitation for stakeholders

4. UI Design:

- Design System development from scratch and maintenance to have solid and consistent work (with token variables in Figma)
- High-fidelity UI screens
- High-fidelity prototypes to better understand navigations, behaviors, and smooth flows
- Handoffs for devs
- UX UI Design review after development, before the final deployment

Box Programming (Jun/21 - Jul/21) - Ambush's contractor - Austin, US (remote)

Senior Product Design - UX, UI Design, and Facilitation

I designed a web-responsive tool to help gym managers schedule and track workouts efficiently.

RevvUp (Apr/21 - Jun/21) - Ambush's contractor - New York, US (remote)

Senior Product Design - User Experience Design, User Interface Design, and Workshop Facilitation

I designed a product for the American car dealership industry. Activities include leading the design process, understanding business needs, collaborating with the CEO on product management, serving as a mentor for product methodologies, leading the end-to-end Product Design process, facilitating workshops with stakeholders (including the CEO and CTO), and designing UX and UI for payments and other features.

SmartMEi | WORK (Aug/19 - Apr/21) - Lead Product Designer - São Paulo, BR (partially remote) Product Designer Lead hands-on - User Experience Design, User Research, and User Interface Design. A startup that helps contractor MEIs (individual micro-entrepreneurs), ME (micro-company), and EIRELI (Individual Limited Liability Company) manage their company: accounting, benefits, invoices, and finances. On the other hand, it allows companies to make bulk payments to contractors as workers. I designed incredible digital products, including back-office web platforms for bulk payments and apps for small and mid-sized businesses (SMBs) and contractors. Activities include design management, leading the design team, understanding business needs, leading the end-to-end Product Design process, co-creation with stakeholders, facilitation, UX research, problem mapping, insights and ideation, wireframes, prototyping, user testing, and metrics monitoring. I also helped to plan the Design System project and the UX Writing Guide.

Tritone (Apr/18 - Aug/19) - Senior UX and UI Designer- São Paulo, BR

User Experience Design, User Interface Design, and Design Sprints Workshop Facilitation

I led the user experience design of several features and products, including native apps, back-office platforms, and responsive web applications, for various clients and projects. I also had the opportunity to work as a Design Sprint workshop facilitator for a period of time.

Jüssi (Jun/16 - Sep/17) - UX, Senior UI and Visual Designer - São Paulo, BR

User Experience Design, User Interface Design, Visual Design, and Digital Creative Art Direction

I designed user interface features and products for various clients and projects, including web platforms and responsive web applications. In some eventual projects, I also contributed to working on the user experience design.

For more, visit: [linkedin.com/in/rodrigo-pitorri](https://www.linkedin.com/in/rodrigo-pitorri)

LANGUAGES

Portuguese- native

English - advanced

Spanish - advanced

Italian - basic

COURSES / EDUCATION

Course: Midjourney v6.1: complete course

School: Udemy

Date: Nov/24

Course: Visual Design Masterclass

School: SAVEE

Date: Nov/24

Course: Digital Design Leadership with Claudia Mardegan (Global Design Director - InBev)

School: Mosaico

Date: Oct/23

Course: Product Design Strategy

School: Aprender Design

Date: Aug/21

Course: Data & Quantitative Research

School: Aprender Design

Date: Apr/21

Course: Product Metrics

School: Product Arena

Date: Apr/20 - May/20

Course: Design Leadership

School: How Bootcamps

Date: Feb/20

Course: UX Research

School: TESTR UX

Date: Aug/19

Course: Design System
School: Meiuca Design
Date: May/19

Course: Product Manager Mobile
School: Product Arena
Date: May/19

Course: UX na Prática
School: Belas Artes
Date: Feb/19 - Apr/19

Course: Usability Tests
School: UX Speed Dating
Date: Mar/18

Course: Product Design | UX | UI
School: Aela
Date: Jan/18 - Dec/20

ACADEMIC EDUCATION

Mackenzie University - Aug/98 - Dec/02
Bachelor's Degree, Advertising

Dante Alighieri School - Jan/84 - Dec/96
Elementary Education, Middle School, and Secondary Education