# Rodrigo Lemes

Hello, my name is Rodrigo Lemes, a lead Designer born in Campinas, Brazil. I currently work in Samsung Institute - SIDI that works based on the Brazilian Informatics Law. I'm 38 years old, living with my Wife, Sandra (Yoga teacher). I love draw and painting, music, playing video games, working out, reading of all kinds books and watching movies/tv shows with my family.

I am a passionate researcher and thinker about how design can help people's experience (to be the best possible) in the use of technology.

I have been working towards understanding how people think, act and use, whether online or offline, on a daily basis, and at all times, solutions that make their lives easier. How should smartphones, computers, the Internet and other technological devices facilitate, complete and complement our activities? I have an educational background in advertising and social communication, but I'm also looking to move forward in areas that complement design at all its levels.

I have already had the chance to work with e-commerce, institutional websites, industrial systems, children's applications, games, utility applications and think as part of a team, design solutions for all this in small companies, advertising agencies and global technology companies.

I work with multidisciplinary teams to develop strong products from strategic direction and insight through to design and pilot.

Companies and clients, past and present include:
Compal, Johnson&Johnson, Venturus, CI&T, PlayKids, Movile, Claro, Vivo, Tim, Samsung, Red Bull.

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# Experience

## MS Lead User Experience

As Designer Leader at Samsung institute my responsibilities and work requirements were:
- Concepts into form, function and execution
- Research and test
- Usability studies
- Research the latest design concepts, trends and best practices
- Metrics and tracking KPIs
- Concepts, wireframes, prototypes, UX mapping and plan execution
- Work with small multi-disciplinary team.
- Production of multiple concepts and prototypes, bringing product ideas to life
- Work with managers & cross-functional team
- UI, graphic design, and interaction specifications/guidelines
- Design Solutions for mobile devices
- Develop and manage effective working relationships with other departments, groups, partners and peers.
- Lead, develop, and coach a high performing, highly engaged team of design and content professionals to maintain and optimize all Samsung design properties through effective and measurable leadership activities.

Youtube channel evangelizer on the importance of design

IXDA Chapter leader

Lecturer on design and innovation

## Design Manager PlayKids project

Movile
2014
2015

- Mentor and develop more junior designers by helping them grow their hard and soft skills.
- Guide the team to develop best practices for ensuring a high bar of quality.
- Survey and acquiring information for subsequent formatting and delegation to design team;
- Integration Management: Coordination of information workflow with the company and production departments;

## Senior Design Coordinator

Movile
2013

- Leadership and coordination of Design Projects for mobile applications;
- Scope Management: Survey and acquiring information for subsequent formatting and delegation to design team;
- Integration Management: Coordination of information and workflow with the company and production departments;
- Quality Management: Direction and deliverable approvals;
- Time Management: Making and managing project schedule.

## Design lead ·········································· Venturus
### 2010
### 2013

- User Interface and visual designer for iOS, Android apps, Windows 8 and mobile web;
- Conceptualize sleek and intuitive user experiences that address consumer needs;
- Create wireframes and design mockups of user flow interaction;
- Execute branded and elegant front-end design for all mobile initiatives Work closely with product managers, mobile developers and front end engineers in an agile environment (SCRUM)

Compal was awarded with the iF Design Awards 2012 for the MyLifeStyle Project which I worked as UI Designer for Brazil team.

## Digital art editor consultant ·········· Valor News
### 2010

Digital leader. Leading the team of digital art, providing creative direction, analyzes and artifacts that guide the production of interfaces.Coordinate and support the production of briefings, user jouneys, wireframes, functional interfaces and descriptors for multiple projects. Interact with staff, internal customers and other stakeholders to translate ideas and opportunities, conceptual models, prototypes, interfaces for digital projects.

## Creative supervisor ·························· CI&T
### 2007
### 2010

Team coordination, managment skills, ensure product quality, schedule definition, art direction, brainstorm, contact with the clients.
Clients we worked:
Johnson&Johnson Brands, Coca-ColaFilife, Odebrescht, Petrobras, Sulamerica Seguros

### Art Director ·································· Anima advertinsing
### 2006 - 2007
Art direction, creation of logos, advertising campaigns, visual identity, graphic design and projects for webdesign.Some Clients: Cultura Inglesa, Aldo (samsung, Microsoft)

### Creative director ···························· IBI WEB
### 2004 - 2007
creation director for web projects and graphic design Clients:Itaú BBA Unibanco

### Art Director ·································· Jump Communication
### 2004 - 2005
Art direction, creation of logos, advertising campaigns, visual identity, graphic design and projects for webdesign

### Creative director ···························· Betha design
### 1998 - 2003
Creation of logos, advertising campaigns, visual identity, graphic design and projects for webdesign

## Professor
Teaching courses: Marketing Plan and Digital Communication

Anhanguera
2011 - 2016

## Professor
Marketing and visual design

PUC
2015

## Professor
Professor of art director, language visual and graphic computer

Uniandrade
2002 - 2004

## Professor
Professor of art director, language visual and graphic computer at Faculdade Metropolitana de Maringa.

Unifamma
2002 - 2004

## Professor
Professor of art director and graphic computer at Centro Universitario de Maringa

Unicessumar
2001 - 2002

# Education

MBA - Marketing

Anhanguera
2011 - 2012

Especialist - Webdesign

UEM
2005 - 2006

Graduate - Social communication - Advertising

Unicessumar
1998 - 2001

# Awards

Mylifestyle | Category : User interfaceClient Compal Electronic, Inc. - Taipei City, Taiwan

IF Design
2012

1th Place - Responsible for Interface Design, worked with Developer Cleverson R. S. Schmidt

Android LAB
2014

2th place - Interactive Media Awards

Computer Arts
2010