

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.

Samsung Institute

2015
now

Youtube channel
evangelizer on the
importance of design

IXDA Chapter leader

Lecturer on design and
innovation

Design Manager PlayKids project

- 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;

Movile

2014
2015

Senior Design Coordinator

- 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.

Movile

2013

Design lead

- 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.

Venturus

2010
2013

Digital art editor consultant

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 journeys, 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.

Valor News

2010

Creative supervisor

Team coordination, management 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

CI&T

2007
2010

Art Director

Art direction, creation of logos, advertising campaigns, visual identity, graphic design and projects for webdesign. Some Clients: Cultura Inglesa, Aldo (samsung, Microsoft)

Anima advertinsing

2006 - 2007

Creative director

creation director for web projects and graphic design Clients:Itaú BBA Unibanco

IBI WEB

2004 - 2007

Art Director

Art direction, creation of logos, advertising campaigns, visual identity, graphic design and projects for webdesign

Jump Communication

2004 - 2005

Creative director

Creation of logos, advertising campaigns, visual identity, graphic design and projects for webdesign

Betha design

1998 - 2003

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	Unigrande 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	Unicesumar 2001 - 2002

Education

MBA - Marketing	Anhanguera 2011 - 2012
Especialist - Webdesign	UEM 2005 - 2006
Graduate - Social communication - Advertising	Unicesumar 1998 - 2001

Awards

Mylifestyle I Category : User interface Client 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