

Rodrigo Lemes

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Campinas - São Paulo - Brasil

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My name is Rodrigo Lemes, I am 42 years old, I am married, I was born and I live in Campinas in the state of São Paulo. I work at Itaú Unibanco as a user experience manager. My hobby is drawing, listening to good music, playing video games, reading books of all kinds, watching movies and practicing physical exercises.

I have a degree in advertising and media and a specialist in design management and digital marketing. I also try to study and advance in areas that complement design at all levels.

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

I aim to bring to companies awareness and knowledge about the importance of design over the experience for users, being able to offer practical value for their products and services. Still as an objective, I seek to improve teams on the development of skills, which correspond strategically to the daily needs of the market and the technological changes of the V.U.C.A. (Volatile, Uncertain, Complex and Ambiguous). With that, I have also worked to understand how people think, act and use online (such as smartphones, computers, Internet and other technological devices), and / or offline and their search for solutions that facilitate their daily lives.

Before joining Itaú, I worked with electronic commerce, institutional websites, industrial systems, applications for children, games, utility applications. In addition, it contributes to the construction and training of design teams in small companies, advertising agencies and global technology companies.

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

I'm a designer and evangelizer on the youtube channel Design Team. A personal front to disseminate knowledge to the design market in Brazil.

<https://youtube.com/c/designteambtr>

Professional experience

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Manager / User Experience

Itaú Unibanco - 2018 - Today

Scope:

I started the leadership in front of a team that looked at the complete Individual journey, acting as manager of a group of 22 professionals in the design area. Opportunities such as team development and training, treated as a priority to guarantee delivery throughout the first semester, with the intention of qualifying and guaranteeing excellence, based on the user experience point of view. In addition, it was essential to maintain strategic alignment so that the connection between business and technology could understand the importance and continue to work together with a focus on the user.

In a second step, there was a change in the scope of operations, which was focused on the journey of the Corporate Customer. Whose UX development profile and mapping have become completely different, HOW ??

With a more complex scope and having 37 designers under my leadership, working with clients with a Corporate profile, who have greater breadth and complexity in the use of digital tools, which has become the biggest challenge today. The change in design strategy seeks to map the universe of users and create simple, low-impact tooling solutions for users with this profile.

Activities:

- Map business opportunities where the user experience can make a difference in the company's strategy;
- Organize collaboration and participation actions Cross teams;
- Present strategic opportunities for the company's board;
- Bring the constant analysis and design of the customer journey in digital channels;
- Present results reports linked to design deliveries for digital channels;
- Create connections between business, technology and design leaders;
- Connect areas separated from digital channels;
- Discovery activities and actions for design fronts within the bank;
- Acting ahead in guilds to develop the bank's design strategy;
- Be in charge of development rituals and actions in the design team;
- Acting as an adjunct to the design superintendence in the development of the design strategy;
- Assist in the development of digital business knowledge with business teams in digital products;
- Be at the forefront of training the technical and behavioral skills of the design team through mentoring and 1: 1;
- Design and deliver designer development tasks and actions individually for each team member;
- Encourage discovery actions prior to technology design;
- Lead not only a team of 40 professionals and 2 coordinators, but also focus on developing this framework for a vision of individual leadership of each person on the team.

Lead / User Experience - Master

SIDI Samsung - 2015 - 2018

Scope:

The first challenge was to create a design team and develop a design culture, where the user could answer several questions and fill gaps related to the development of digital products referenced to the Samsung brand.

With the opportunity to structure a team of high quality designers, the team reached the number of 10 professionals with high performance and design vision. In addition, we built a series of applications where HQ demand in Korea could be met and at the same time create a business dialogue with international stakeholders.

During 6 months of projects, we created test fronts with users and a behavior mapping routine. At that time, more than 100 users were interviewed and we mapped several fronts of business opportunities through the design team. With that, we had the opportunity to create children's and elderly applications, focusing on accessibility.

Activities:

- Structure the design team following the quality and deliveries of the team;
- Map business opportunities with related areas within the company;
- Discuss innovation and patent generation fronts;
- Bring design methods for team integration;
- Develop co-creation activities with engineering and business teams;
- Present lectures on marketing content to company teams;

- Foster a culture of user experience through workshops;
- Design the user's journey through data analysis and research;
- Assist the design team to improve delivery quality;
- Teach and advise the design team on technical knowledge;
- Front the international team for global decision making;
- Deliver reports and analysis of digital products and possible opportunities for actions.

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Design Manager

Mobile - 2013 - 2015

Scope:

The challenge of transforming a design team without cohesion, questionable quality and positive feedback, into one of the most important teams in the company group. With a remote design director, the design manager's role was to keep the team running and to develop them with a human focus, waiting automatically, with the intention of executing the best delivery of design experience. In addition to the development of the team, already present, it was necessary to create a retention program and bring new talents into the company. A team that started with 5 designers in its last season, now consists of 35 professionals.

In addition, creating a culture of listening to the user, a missing element within the company and that had never been explored by anyone.

All of these were challenges that took place over 3 years and were fulfilled with high quality of delivery and focus on business.

Activities:

- Map the skills of each designer on the team;
- Create a development plan for technical and behavioral training;
- Create a retention program based on the career plan and meritocracy with the people area;
- Present numerical results of the development and optimization of deliveries to the company's board;
- Develop new digital product initiatives;
- Foster a culture of innovation within the team;
- Organize activities and discuss the delivery backlog together with technology and business;
- Work together with Product Owner in the discussion and delivery of digital products;
- Bring the customer's voice culture to the company;
- Map through metrics and user surveys opportunities for new products and improvements to current products;
- Mentoring and developing people through 1: 1 and team development activities;
- Workshops and collaborative actions within the company's teams;
- Administration of the design area budget;
- Develop the design teaching front for the company.

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Design Lead

Venturus - 2010 - 2013

Scope:

The challenge was to assemble a small design team, train them and bring this knowledge to the daily practice of projects. In addition, create a close relationship with design teams in Taipei (Taiwan) during several trips, for projects that were created by the Taiwanese company Compal.

Develop a culture of functional relationship between technology and design, which previously had barriers in relation to project delivery, in which design was considered a bottleneck in the delivery process.

Activities:

- Create collaboration dynamics between teams;
 - Optimize project delivery flows to eliminate workload stuck in design;
 - Follow technology rituals and alignments;
 - Use communication channels to optimize project time;
 - Conduct design thinking training for the entire company;
 - Control the demand for design for the team;
 - Mentoring for the design team;
 - Organize demands and design projects with the remote team in Taiwan;
 - Take on prospecting and discovery fronts with a focus on design for the company;
 - Build innovation projects for new customer demands;
 - Apply research and tests with users to input new and current projects;
 - Track metrics and translate them into design and business opportunities.
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Design Supervisor

CI&T - 2007 - 2010

Scope:

The purpose was to guide and develop a design culture for an existing team, in order to improve the team's functioning, within an offshore company. With the strategy of being a design HUB, it was possible to serve several customers in a Cross way and with a focus on information architecture and usability, in structural projects for customers such as Pfizer, Johnson & Johnson, Coca Cola, Odebrescht, Petrobrás, Sulamérica.

Activities:

- Monitor the scope and work backlog of a team of 12 design professionals;
 - Assemble presentations with results of design deliveries;
 - Mentoring of the design team;
 - Critique design program for developing team communication;
 - Monitoring of business, technology and design rituals;
 - Insertion of design delivery within the agile method;
 - Front with clients for mapping, discovery and delivery of projects;
 - HandsOn on many project deliveries, executing and delivering entire projects;
 - Work locally at Johnson & Johnson USA for 6 months in e-commerce projects.
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Previous experiences in advertising 1998 - 2007

Scope:

Acting as an art director and later as a creative director, with functions at the strategic marketing front in agencies in Paraná and São Paulo. Creating digital campaigns for several national customers.

Activities:

- Creation of online and offline advertising campaign pieces;
 - Organization of brainstorm and creative workshops;
 - Prospecting with service teams for new accounts;
 - Website proposals and projects;
 - Design of creative strategy together with media and service teams;
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Higher education experience as a teacher

2001 - atualmente

Scope:

University professor in undergraduate and graduate courses with a focus on advertising, marketing and design. Currently I teach classes and lectures for graduate students, focusing on Innovation, Leadership and UX (Experienced User).

Education

Graduation in Advertising

Universidade de Maringá - 1998 / 2001

MBA specialization in design management a

Universidade Estadual de Maringá - 2005 / 2006

MBA Specialization in Digital Marketing

Universidade Anhanguera - 2011 / 2012

Awards and information

IF design

MyLifeStyle - User interface design

AndroidLab

Co-participation in Responsible design

Computer Arts

Interactive Media Awards

Design 2020

The Shock of the Generations for Design Leadership

<https://www.design2020.com.br/artigos/o-choque-das-geracoes-para-a-lideranca-de-design>

The Best Latinx Who Design

<https://latinxs-who-design.webflow.io/people/rodrigo-lemes>

Contacts and social networks

DesignTeam Channel - Youtube

<https://youtube.com/c/designteambr>

Linkedin

<https://www.linkedin.com/in/rodrigolemes>

Twitter

<https://twitter.com/rodrigolemes>