

# Raphael Gomes

Senior Product Designer

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## SUMMARY

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Senior Product Designer with 9+ years designing and scaling complex digital products across fintech, healthcare, and enterprise SaaS, including systems supporting 30M+ users. Specializes in Product Discovery, UX Research, and Design Systems, partnering with cross-functional product, engineering, and compliance teams within structured, agile development cycles to turn ambiguous business challenges into scalable, data-informed user experiences. Experienced leading and mentoring design teams on high-stakes, high-scale initiatives. Track record of measurable impact: +20% CSAT, +15% new customers, -40% support costs, and 50% feature adoption within months of launch.

## SKILLS

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**Design & Research:** Product Discovery, UX Research, Interaction Design, Visual Design, Information Architecture, Design Systems, Prototyping & Wireframing, Usability Testing

**Strategy, AI & Leadership:** Product Strategy, Data-Informed Design, Designing AI-Powered Products, Team Leadership, Stakeholder Management, Cross-Functional Collaboration, Workshop Facilitation, Agile/Scrum, DesignOps

**Tools:** Figma, Framer, Sketch, Adobe XD, Adobe Photoshop, Miro, Jira, ClickUp

## PROFESSIONAL EXPERIENCE

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### Senior Product Designer

*Cast Group — Brazil | April 2024 – January 2026*

- Designed the end-to-end experience for Conta Global, Banco do Brasil's multi-currency account product, enabling customers to manage foreign currency and international remittances through a simplified digital experience aligned with the bank's enterprise design system.
- Identified friction in international remittance workflows through user research and stakeholder interviews, informing new FX components that reduced journey completion time by 30%.
- Validated iterative Figma prototypes through usability testing and cross-functional alignment with product, engineering, and compliance, contributing to a 20% increase in customer satisfaction (CSAT).

### Senior Product Designer

*SmileDirectClub — USA | January 2023 – March 2024*

- Designed an AI-powered smile scanner for on-demand teledentistry, shaping requirements through market research and interviews with patients and orthodontists, for a platform reaching 2M+ customers worldwide.
- Refined scanner ergonomics and workflow through agile prototyping, CAD-based design, and usability testing, contributing to a 15%+ increase in new customers.
- Coordinated production scale-up and commercial launch, including marketing and training materials, positioning the company as a reference in digital orthodontics.

### Product Design Lead

*Zello Tecnologia — Brazil | August 2021 – December 2022*

- Led Product Discovery for ConecteSUS, Brazil's Ministry of Health citizen app, researching health-access flows and diverse user profiles, including citizens with low digital literacy, to define personas, journeys, and a dedicated design system.
- Scaled a team of 6 designers to consolidate 8+ fragmented government apps into a single superapp, shipped from concept to handoff in under 4 months under high-stakes pandemic conditions.
- Delivered an inclusive, usability-tested interface that became Brazil's most-downloaded app in 2021, reaching 30M+ installations.

### Senior Product Designer

*TOTVS — Brazil | January 2020 – July 2021*

- Orchestrated design of a B2B logistics platform (web for managers, mobile app for drivers) co-created with a major national logistics client, driving 50% fleet adoption within 8 months of launch.
- Mapped operational pain points through user interviews, field shadowing with managers and drivers, and multi-day co-creation workshops, shaping a simplified interface that lowered onboarding friction for drivers.
- Iterated from low- to high-fidelity Figma prototypes through rounds of usability testing, reducing managers' need to directly contact drivers by 30% and cutting support resolution time by 40%.

## EDUCATION

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**Bachelor's Degree, Advertising and Propaganda** — UniCEUB, Brazil (2011) | **UI Design Certificate** — uiBoost (2020)

## LANGUAGES

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Portuguese — Native | English — Professional Proficiency