

rafaeladardengo.com
behance.net/rafaelamdardengo



rafaeladardengo

product designer

Designer with over 10 years of experience in digital products and experiences. Graduated in Graphic Design and with a postgraduate degree in Information Architecture, I work with a focus on research, strategy, and business outcomes, with autonomy throughout all stages of the project.

📍 São Paulo, Brasil
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skills

ux/ui

AI

product discovery

design thinking

design system

agile method

jira

visual design

ux research

adobe

figma

handoff

accessibility

education

- 2024
- Fundamentals of AI for Digital Products | More Education
- 2022
- Bootcamp Product Design | How
- 2020
- User Experience Design | TERA
- 2018
- Information Architecture Post Graduation | Impacta
- 2015
- Intenside English | Seda College (Dublin, Irlanda)
- 2014
- Graphic Design Graduation | UNIP

projects & prizes

2020	Nohs Somos	UI Designer at a social impact startup
2019	Sesc	Teach diagramming for community journalism
2018	Sesc	Teach branding for start women entrepreneurs
2017	FestDigital	Gold award for the best hotsite

languages

Portuguese

native

English

advanced

Spanish

advanced

experiences

Sr. Product Designer | Memed

06/2024 - current

- Led the redesign of the digital prescription journey, focusing on review, personalization, and delivery flows.
- Leveraged AI tools (Loveable, Claude, V0, and others) to accelerate prototyping and solution ideation.
- Conducted usability testing to validate new product experiences.
- Designed solutions for a SaaS platform across multiple touchpoints (desktop, mobile, and app).
- Collaborated closely with product teams and clinical intelligence experts to define rules and validate product decisions.

Senior Product Designer | Livelo

02/2024 - 03/2025

- I work alongside the travel team for the new search results experience.
- I conducted usability testing and perception testing with users, both moderated and unmoderated, for the new travel journey.
- Development of MVP and alignment with the PO for the delivery of components, pages, and features.
- Co-creation and dynamics with the business and product team.
- Analysis of research, documentation of tests, and sharing with the design team and other teams at Livelo.
- Development of new components in collaboration with the DS team.
- Handoff and complete documentation for the development team.

Product Designer | Leroy Merlin

08/2023 - 02/2024

- Responsible for building the new checkout experience.
- Developing the coupon experience in checkout.
- Usability testing with users in-store and remotely.
- Research and analysis using Hotjar.
- Roadmap and goal-setting for 2024 together with the PO.
- Analysis of satisfaction surveys.
- Guiding the team in research and usability testing.

more experiences ▼

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rafa dardengo

product designer

Designer com mais de 10 anos de experiência em produtos e experiências digitais. Formada em Design Gráfico e pós-graduada em Arquitetura da Informação, atuo com foco em pesquisa, estratégia e resultados de negócio, com autonomia em todas as etapas do projeto.

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experiences

Sr. Product Designer | Dafiti

12/2022 - 08/2023

- Working for the findability team, improving catalog and filter experience.
- Built backlog for findability with Product Managers.
- Usability tests, user research, heatmap analysis, and searches through Hotjar.
- UX Research to improve the shipping journey.
- Prototype and handoff for the development team.
- Improves in Design System.
- Constant interaction with LATAM team (Colombia, Chile and Argentina).

Product Designer | Amaro

04/2022 - 12/2022

- Improving experience in Physical Retail Stores and self-checkout experience for customers.
- Mapping the collaborator's experience in the physical stores.
- Built de Click and Collect experience and other delivery modes in e-commerce, such as fast delivery.
- Performed user usability tests.
- Did UX research with the customer's store, created personas and user journey map for the Physical Store.

Product Designer | C&A

04/2021 - 04/2022

- Improved the beauty products purchase journey through user research, persona definition, and customer journey mapping.
- Used VWO and Tableau to generate insights and optimize product, catalog, and homepage experiences.
- Collaborated with business and product teams to prioritize backlog and align on goals.
- Designed user flows and journeys for the direct sales platform, conducting moderated usability tests with customers and store staff.

UI/Digital Designer | Natura

2018 - 2020

- I worked on a gamification project for the Natura app.
- I participated in the communication strategy for project users and used gamification strategies to communicate and encourage app usage.
- Created graphic materials for the project.
- Developed emails for Natura consultants.
- Created key visuals (KVs) for digital campaigns.
- Developed various assets for major media channels.
- Developed internal product pages for the Natura website.

Other experiences as a designer

Digital Designer | Watson Creative (Portland, USA)

03/2021 - 07/2021

Graphic Designer | Urso Propaganda

2016 - 2018

Graphic Designer | MSS Marketing (Dublin, Irlanda)

2015

Graphic Designer | Souto

2013 - 2014

Graphic Designer Internship | Absoluta Brasil

2013

Creative Internship | Grandeia

2012 - 2013