rafaeladardengo.com

behance.net/rafaelamdardengo



rafa dardengo

product & ui/ux 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

rafaela.dardengo@gmail.com

+55 11 97109-3237

skills

ux/ui | AI | product discovery | design thinking | design system | agile method | jira | visual design | ux research | adobe | figma | handofff | 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 ● ● ● ○ ○ intermediate

experiences

Sr. Product Designer | Memed

06/2025 - 07/2026

- 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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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