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Profile

Professional with 22 years of experience in the design field working with user experience, service design, digital products, and information architecture, having been working in leadership since 2015, creating design culture, developing design teams and helping digital transformation. As a leader is focused on management, mentoring, and inspiring the design team pushing the team boundaries, increasing the quality of the design work, and adapting and replicating the best practices in the market. Also, does the connection between the business goals and the design vision, mentoring the design team.

Experience

Senior Design Manager for B2B at Unico, Remote – 2022–Present

An IDTech Brazilian company that simplifies the relationship between people and companies through digital identity.

Main responsibilities:

- Lead the design team responsible for the business main product, which brings the higher revenue, improving product results through design.
- Build the product vision by design and strategy
- Deliver results with the best experience for customers and the market

Results:

After 10 months of work, assumed the leadership of 3 more products which are bets for the short and medium-term business growth (responsible for ~80% of the revenue).

Design and Research Manager at Boa Vista SCPC, São Paulo - SP – 2020–2022

A Brazilian company of analytical intelligence in credit information.

Main responsibilities:

- Work in the construction and organization of the design team in a company that is going through the process of digital transformation.

Results:

Structured a career plan and development process, growing the team from 7 to 21 designers, and a new research team. Defined a discovery process, adapting the agility process based on Kanban.

UX Manager at Santander, São Paulo - SP – 2019–2020

Worked as Head of UX for Santander Brasil Corporate Products and as UX/CX Manager at Ben Visa Vale, a fintech branch from Santander Group.

Main responsibilities:

- Manage, mentor, and inspire the design team, establishing and promoting a healthy team culture to support the team growth.
- Defining UX strategies (vision, strategy, and roadmaps) based on research and testing concepts of new products and the entire life cycle.
- Define a career ladder providing direction to the team members.

Results:

Links was built with other business areas at all organization levels, influencing business decisions, advocating for user-centered design.

Created strategic design and product vision with the Product Manager's team and the Board with a user focus, having defined product and design KPIs.

Defined a product discovery process based on the Problem and Solution phase with continuous research and experimentation and also an UI Kit with roadmap evolution based on maintenance and management process.

Head of UX at Atech S/A | Embraer Group, São Paulo - SP – 2016–2019

Defense Technology Company of the Embraer Group focused on air traffic.

Main responsibilities:

- Definition of company vision of User Experience area
- Deployment of design, usability and accessibility culture, building design parameters and principles for systems and products development.
- Mentor designers, developing the team members professional abilities.
- Create design standards, UI guides, and structuring processes with a focus on the user.
- Support to structure the marketing and communication departments in the company.

Results:

As the first designer in the company in more than 30 years and with the mission of developing an User Experience culture, being able to save 70% of costs and recover the satisfaction of an Indian client.

Assembled a team with more than 18 designers, including UX researchers, UI designers, Front-end engineers, and UX designers, working on more than 15 military defense projects and 4 B2B products. The area used a modular process working with agile methodology and waterfall projects.

Lead Product Designer at Embraer, São José do Campos - SP – 2015-2016

New business unit for Embraer, a commercial aircraft manufacturing company, with focus on digital product development, called Embraer Sistemas.

Main responsibilities:

- Standards development, product composition guidelines, specific UX and UI specifications of each product, and structuring systems platform and its framework.
- Establish the practice of usability, accessibility, and user experience in the company.
- User research implementation, analysis, metrics, taxonomy, and other techniques.
- Support the commercial area in branding development, standard communications for company presentations and customer contact.

Education

Faculdade Impacta Tecnologia

Postgraduate in Information Architecture and User Experience (UX), accessibility, usability, and design thinking, 2017

Universidade Veiga de Almeida

Bachelor's degree, Computer Science, 2008

Courses

MIT Education

Leadership and Innovation, 2021

Hyper Island

The leadership of the future, 2021

GGSC - Gallup Global Strengths Coach

Leadership and Innovation, 2021

Management 3.0

Energizing People, 2021 (Credential ID 210490154)

Fundamentals Online Workshop, 2021 (Credential ID 210490142)

Languages

Portuguese - Native

English - Professional working proficiency

Skills

Strategy, Business Design, Service Design, Creativity, User Experience, Design Thinking, Leadership, Design Sprint, Research, Usability Test, Art Direction, Interaction Design, Illustration, Storyboard, Product Design, UI design, Usability, Accessibility, Information Architecture, Business Model Canvas, Paper Prototyping, Empathy