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Profile	<p>A strategic and impactful design leader with over 22 years of experience across several sectors, including aviation, defense and security, fraud prevention, and fintech.</p> <p>Key priorities include cultivating a strong design and product culture, building robust design teams, and focusing on management and mentoring to inspire boundary-pushing and enhance the quality and impact of their work. Additionally, facilitating digital transformation remains a critical objective.</p>
Specialties	UX, Product Design, Strategy, Creativity, Design Thinking, UX Research, Product Management, Tech & Digital Transformation
Industries	Fintech, Banks, Digital Security, Frauds, Digital Identity, Government, Defense, Air Traffic Management, Consumer, Enterprise, B2B and B2G
Experience	<p>Director of Design and UX research at Unico, Remote – 2022–2024</p> <p><i>An IDtech startup valued at \$2.6 billion secured \$100 million in Series D financing. It conducts 25 million monthly identity authentication transactions, serves over 800 customers, and had an ARR of R\$ 150 million last December.</i></p>

Responsibilities:

- Enhance product outcomes and customer experience through design.
- Develop product vision and strategy aligning design goals with business objectives.
- Foster design culture, and implement user-centered processes.
- Raise hiring and performance standards, increasing team seniority.
- Oversee products representing 80% of company revenue.

Achievements:

- Reduced experience debts by 98% through quality process implementation.
- It increased the consent rate for information sharing by 10%.
- It reduced drop rate from 4.8% to 3.2% by June 2023.
- We defined a new product ecosystem, family, and sales model through innovation and user and market research.

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

A Brazilian company that specializes in data management and analysis, focusing primarily on providing credit information and risk analytics. In 2020, the company had a substantial initial public offering (IPO), raising approximately R\$1.9 billion.

Responsibilities:

- Establish and organize the design function, distribute the design team, and restructure the market research team.
- Develop new capabilities focused on innovation and user research.
- Implement user-centered design processes tailored to digital transformation.

Achievements:

- It Scaled the team from 5 to 22 designers across product, research, and marketing.
- Developed and documented comprehensive product and discovery processes.
- It Launched the first public credit market report with 1,200 downloads.
- Validated market fit and branding for a new data product, converting 5 clients with a successful go-to-market strategy.

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

Responsibilities:

- Define UX strategies based on research and product testing.
- Establish career development paths for team members.
- Oversee UX for Corporate Products at Santander Brasil and UX/CX at Ben Visa Vale.
- Implement continuous UX improvement and product discovery processes.

Achievements:

- It Increased establishment registration conversion by 15%.
- It Reduced the user password reset contact rate by 22%.
- We shortened the sales cycle by 12%.
- Improved accuracy through a discovery and opportunity prioritization process.

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

Responsibilities:

- Define the company vision for the User Experience area.
- Implement a culture of design, usability, and accessibility, creating design parameters and principles for system and product development.
- Create design standards, UI guides, and user-focused processes.
- Support the structuring of the marketing and communication departments.

Achievements:

- Saved 70% of costs and recovered client satisfaction for an Indian client.
- It Achieved a 45% cost saving by implementing usability requirements analysis.
- It Reduced the execution time of meteorological messages by 76%.
- Decreased post-sales support calls by 25%, increasing project profits by 5%.

- Created a digital business area and scaled the design and innovation team from 1 to 18 members.

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

Responsibilities:

- Develop standards, product guidelines, and specific UX/UI specifications.
- Establish usability, accessibility, and user experience practices within the company.
- Implement user research, analysis, metrics, taxonomy, and other techniques.
- Support the commercial area in branding development, standard communications for presentations, and customer contact.

Achievements:

- It Developed design standards and structured systems.
- We Implemented usability practices, improving user experience and satisfaction.
- Established product composition guidelines, ensuring consistency and usability.
- Integrated design with business operations, promoting a cohesive approach to product development.

Advocacy	DesignTeam: Podcast - 2020-Present Co-host Adplist.org - 2016–Present Mentor UXPA SP - 2019-2021 Volunteer Executive Board
Cofound	DNA Rubro Negro (Podcast) 2010-2017 Riojob.com.br (Non-profit Employment website for the creative sector) 2007-2017 Abra Comunicação Criativa (Design Consultancy) 2010-2012 Bell Sofie SexShop (ecommerce) 2009-2011
Education	NextMBA Marketing Director MBA, 2024 Faculdade Impacta Tecnologia Postgraduate in Information Architecture and UX, 2017 Universidade Veiga de Almeida Bachelor's degree, Computer Science, 2008
Courses	AI, Tech & Privacy Academy Dark Patterns in Privacy, 2023 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 and Fundamentals Online Workshop, 2021
Languages	Portuguese - Native English - Professional working proficiency