

# Designing the Future Today

Rafael Gonzalez



## MORE INFORMATION

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Por favor, entre em contato comigo via **WhatsApp** ou **LinkedIn** para uma comunicação mais rápida e eficiente.

### PORTFOLIO

- Dribbble** dribbble.com/seugonzalez
- Behance** behance.com/seugonzalez

Please visit my LinkedIn to request my updated portfolio and check out my most recent experiences, testimonials, recommendations, skills, and some of my courses.

### METHODOLOGIES

#### Project Management

- Waterfall
- Agile
- Scrum
- Kanban
- Lean
- Six Sigma
- PMI/PMBOK

#### Product Management

- Lean Startup
- MVP (Minimum Viable Product)
- OKR (Objectives and Key Results)
- Outcome-Driven Innovation (ODI)

#### Design

- Design Thinking
- Double Diamond
- Human-Centered Design
- Lean Design
- Systems Thinking

#### User Interface (UI) Design

- Atomic Design
- User-Centered Design (UCD)
- Visual Hierarchy
- Grid Systems
- Gestalt Principles

#### User Experience (UX) Design

- User-Centered Design (UCD)
- Contextual Inquiry
- Participatory Design
- Heuristic Evaluation
- User Journey Mapping
- Persona Development
- Service Design
- Task Analysis
- Agile UX

All methodologies have been widely used in professional projects as needed. I omitted some that are no longer in use.

### EDUCATION

**Instituto Federal de Educação, Ciência e Tecnologia do Ceará**  
Licentiate degree  
Visual Arts (2014 - 2018)

**Universidade de Fortaleza**  
Licentiate degree  
Advertising (2007 - 2011)

### LANGUAGES

#### Portuguese

NATIVE

#### Spanish

CEFR C1

#### English

CEFR B2

## PROFESSIONAL EXPERIENCE

+1500 Projects +20 Apps +260 Brands +100M Active Users Around the World  
+20 yrs Professional Experience +10 yrs Leadership and Team Management +1500 Customer Relationship

### EXECUTIVE SUMMARY

Highly experienced professional with over 20 years in product design, UX/UI, and product management. Specialized in leading cross-functional teams, implementing agile methodologies, and driving innovation projects that result in significant improvements in efficiency and user satisfaction.

### PRODUCT DESIGN SENIOR

**Eyecare Health** Independent Services or Supplier

Ago 2025 - Present

Leading end-to-end UX/UI for a multi-product healthcare ecosystem: B2B clinical/financial SaaS (EMR, TISS billing, physician payout), mobile tools for doctors (unified worklist, digital signature, prescription renewals), ophthalmology scheduling, and B2B2C patient/benefits platforms (Benefício Visão, Oculi, Glauco). Own discovery, design systems (web/mobile, accessibility), and delivery with CTO/engineering to turn clinical, regulatory and financial complexity into scalable products with measurable operational and business impact.

### PRODUCT MANAGEMENT CONSULTANT, PRODUCT DESIGN, UI AND UX

**Rafael Gonzalez Global Consulting** Independent Services or Supplier

Jan 2012 - Present

Leveraging extensive knowledge in business, psychology, design, and technology, I offer tailored consulting services aimed at generating value and success for organizations and their projects. My strategic approach focuses on aligning key business objectives with the ever-evolving needs of the market and end-users, ensuring sustainable growth and competitive advantage.

### PRODUCT MANAGEMENT AND PRODUCT DESIGN MENTOR

**ADPList** Global Mentorship Platform

Sep 2022 - Present

Mentoring future Product Managers and Designers at ADPList, a global mentorship platform. I provide strategic advice, industry insights, and practical feedback to help mentees develop essential skills and advance in their careers.

### PRODUCT DESIGN LEAD

**GotChosen, Inc** B2B Social Networking and Digital Media Company

Jun 2021 - May 2025 (Employment Duration: 4 years)

I led product design initiatives from concept to execution, collaborating with the CEO and cross-functional teams to ensure visual consistency and usability. I created the Design System and transitioned to Figma, enhancing the design process. I played a key role in developing the influencer app and the Collab Marketplace, focusing on platform compatibility and user experience. I conducted mentoring and collaborated with customer service, social media, and QA to resolve user pain points, improving the overall experience on the platform.

### HEAD OF PRODUCT DESIGN

**Konstroj, Inc** IT Services and IT Consulting

Aug 2018 - Jun 2021 (Employment Duration: 2 years 11 months)

As Head of Product Design at Konstroj, I led the transformation of the company's digital experience by structuring and scaling the design team, promoting user-centered, accessible, and inclusive solutions. I implemented agile methodologies, conducted robust research, and integrated data into the decision-making process to align Product, Engineering, Marketing, and Customer Service around a scalable design system. My role took place in a multicultural and highly collaborative environment, with direct involvement from internal and external stakeholders.

### CREATIVE DIRECTOR AND PRINCIPAL PRODUCT DESIGNER (UI/UX)

**Avanz, Inc** IT Services and IT Consulting

May 2014 - Aug 2018 (Employment Duration: 4 years and 4 months)

I led creative and product design initiatives on over 400 digital projects for clients across various sectors, integrating branding, user experience, and product strategy. I acted as a bridge between creation and technology, taking on the role of Principal Product Designer on the agency's key projects, focusing on usability, efficiency, and innovation. I supervised a multidisciplinary team of 50+ professionals, fostering a culture of collaboration, experimentation, and design excellence. I created consistent design guidelines, conducted user research, and actively participated in developing scalable, responsive, and user-centered digital solutions.

### FOUNDER AND CREATIVE DIRECTOR

**FirstMad, Inc** IT Services and IT Consulting

Jan 2012 - May 2014 (Employment Duration: 2 years and 5 months)

### SENIOR PRODUCT DESIGNER

**ADesign Brasil, Inc** Advertising Services

Feb 2012 - Mar 2013 (Employment Duration: 1 year and 2 months)

### UI/UX DESIGNER

**W3Connect, Inc** Advertising Services

Jan 2011 - Feb 2012 (Employment Duration: 1 year and 2 months)

## TOOLS

#### Design and Prototyping

Figma • Adobe XD • Sketch • InVision • Zeplin • Abstract • Adobe CC Suite • Illustrator • Photoshop • Axure RP • Marvel App • Prototipie • Framer • Principle • Affinity Designer • Framer X

#### Collaboration and Documentation

Jira • Confluence • Notion • Trello • Asana • Slack • Miro • Monday.com • Whimsical • Airtable • Microsoft 365 • Google Workspace • Basecamp • ClickUp • Coda

#### User Research and Analysis

Hotjar • Google Analytics • Optimizely • UserTesting • Lookback • UsabilityHub • Maze • Typeform • SurveyMonkey

#### Product Management

Ahal • Productboard • Roadmunk • Pendo • Craft.io • ProductPlan • ProdPad

#### Development and Version Control

GitHub • GitLab • VSCode • Sublime Text • MySQL • SQL • JQL • Javascript • Python • Dart • HTML • CSS • Sass • Bootstrap

#### Others

Tableau • Power BI • Microsoft Power Automate • Zapier • HubSpot

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