

# RAQUEL RODRIGUES

known by Rak ↙

HEAD OF PRODUCT DESIGN · PRODUCT STRATEGY · TEAM LEADERSHIP

9 years leading product design across startups, scaleups, and enterprise. Track record of building design functions from scratch, shipping products that move business metrics, and leading teams that do their best work. Comfortable with the blank page and the complex system — and the distance between them.

WANDR STUDIO — LOS ANGELES, CA (REMOTE)

## HEAD OF PRODUCT DESIGN

02/2025 — PRESENT

- Own the **Product Design function** — vision, strategy, principles, and quality standards across all products.
- Manage and mentor **designers across seniority levels**, owning growth plans and performance development.
- Built **design governance, processes, and scalable workflows** from scratch — improving delivery predictability and design quality.
- Partner with **Founders, Product, and Engineering** to connect design strategy to business goals and measurable outcomes.
- Final decision-maker on **design quality and coherence** across the full product lifecycle.

## LEAD PRODUCT DESIGNER

02/2022 — 02/2025

- Led **end-to-end product design** across client products, from discovery to delivery — research, strategy, systems, and high-fidelity execution.
- Acted as **design and people lead**, mentoring designers and interns and running critiques and alignment sessions.
- Defined **UX strategies, product roadmaps, and feature prioritization** with stakeholders across multiple client engagements.
- Ensured high-quality execution through close collaboration with engineering teams.

## SR. PRODUCT DESIGNER

02/2021 — 02/2022

KEY OUTCOMES · WANDR STUDIO

- **30% revenue growth** — WP Squared / GO54, within 6 months of launch
- **40K users migrated** — RentRedi redesign, with measurable drop in support tickets
- **Investment secured** — Brücke, 0→MVP delivered through research-led design

ADDITIONAL PRODUCTS AND OUTCOMES AVAILABLE ON REQUEST

[VIEW CASE STUDIES → UXRAQUEL.COM](#)

MERCEDES BENZ.IO — GERMANY (REMOTE)

## SR. PRODUCT DESIGNER

CONTRACT

08/2021 — 11/2021

- Owned end-to-end design execution within a **large-scale enterprise product ecosystem**, translating business and user requirements into clear UX direction.
- Partnered with Product and Engineering in Agile environments to deliver **complex user flows and high-fidelity UI**.
- Ensured **design quality, consistency, and feasibility** across multi-stakeholder products.

BLISS APPLICATIONS — TD INSURANCE — LISBON / CANADA (REMOTE)

## SR. UX DESIGNER

08/2020 — 08/2021

- Led UX improvements for **conversion-critical user journeys**, informed by research, analytics, and performance data.
- Used **A/B testing, heatmaps, and behavioral insights** to identify friction and guide decisions.
- Collaborated with Product, Engineering, and Business teams in a distributed Agile environment.

HEXANGULO ADVERTISING AND FREELANCE — LISBON / LONDON (REMOTE)

## UX/UI DESIGNER

01/2018 — 08/2020

- Owned UX/UI design for **multiple digital products and websites**, translating business objectives and user needs into scalable design solutions.
- Led **UX research and strategic design decisions**, informing structure, flows, and interaction patterns.
- Managed **end-to-end delivery across multiple stakeholders**, ensuring consistency, quality, and on-time execution.

IN BELEM HOSTEL — LISBON

## DIGITAL MARKETING MANAGER

05/2015 — 03/2019

- Owned **digital growth strategy**, combining SEO, paid acquisition, email, and on-site UX optimization.
- Led **conversion-focused improvements** across website and booking flows, aligning UX decisions with revenue and growth goals.
- Tracked and analyzed **performance metrics and KPIs** to continuously optimize acquisition and retention.

IMT — INSTITUTO DE MEDICINA TRADICIONAL — LISBON

## MARKETING MANAGER

09/2013 — 10/2015

- Defined and executed **marketing and communication strategy** aligned with business objectives.
- Owned **digital presence and content strategy**, ensuring brand consistency and lead generation performance.
- Analyzed campaign performance to inform **strategic planning and prioritization**.

## CONTACT

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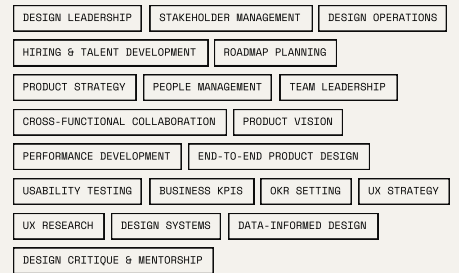
## BUILDING

### ORIS

DESIGN INTELLIGENCE SYSTEM

AI-powered design tool I built and use in my workflow. 40 specialized agents — from ticket to production-ready designs. Strategy, design, validation, and handoff, automated.

AI AGENTS    END-TO-END    IN USE



## TECHNICAL SKILLS

DESIGN

Figma / Sketch / Adobe Illustrator / Adobe Photoshop

AI TOOLS

Midjourney / Dalle / Figma Make / V0 / Lovable / Claude

RESEARCH & TESTING

Maze / Hotjar / UserTesting / Miro / FigJam

PRODUCT ANALYTICS

Mixpanel / Amplitude / Google Analytics / Adobe Analytics

DEV SKILLS

HTML / CSS

MOTION & VIDEO

After Effects / Adobe Premiere

## EDUCATION

10/2018 — 08/2020 · LISBON

### BSc. Computer Science

UAL — Universidade Autónoma de Lisboa

10/2008 — 08/2010 · BARCELONA

### Television & Cinema Production

UACE — Universidad de las Artes Escénicas

10/2003 — 07/2006 · LISBON

### BA Marketing & Corporate Communication

ISCEM

## LANGUAGES

Portuguese



English



Spanish



## CERTIFICATES

### IBM — Enterprise Design Thinking Co-Creator

IBM · 01/2021

### IBM — Enterprise Design Thinking Practitioner

IBM · 01/2021

### Mobile User Experience (UX) Design

04/2020 — 05/2020

### Creative Thinking: Techniques and Tools for Success

COURSEA · IMPERIAL COLLEGE LONDON · 05/2020

### Design Thinking

04/2020

### SFC — Scrum Fundamentals Certified

SCRUMSTUDY · 07/2019

### 6 Sigma Yellow Belt

6SIGMASTUDY · 07/2019

### Hubspot Marketing Software

HUBSPOT · 03/2010



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