

Raquel Rodrigues

Product Leader | Product Strategy, 0→1 & Design

info@uxraquel.com | +351 934 179 979 | Porto & Lisbon, Portugal

linkedin.com/in/raquelmrodrigues | Portfolio: uxraquel.com

Summary

Product leader with nine years in product and design, the last four as Product Lead at Wandr Studio, which builds products for founders. I lead products from problem discovery and strategy through roadmap, prioritisation and launch, across B2B SaaS, B2C and marketplace products. I also built and run Curas, a live marketplace for holistic therapists in Portugal, in my own time.

Experience

Wandr Studio, Los Angeles, CA (Remote) 02/2021 - Present

Head of Product Design and Product Lead, 02/2025 - Present

- Product lead on the products we build for founders, from early-stage MVPs with no PM to established products alongside their PM: run product discovery with users and the market, define the product roadmap and success metrics, and set priorities with founders and engineering.
- Own product direction from ambiguous problem to launch: problem framing, scoping, prioritisation, solution definition, design, validation and release, working across engineering, marketing and business.
- Rebuilt how work is scoped and reviewed, and built AI agents into the product and design process, cutting time spent on research, iteration and approval.

Lead Product Designer and Product Lead, 02/2022 - 02/2025

- Owned delivery from problem to shipped product: framed the problem, wrote the scoping docs and product requirements (PRDs), estimated effort and set timelines, then ran user research, UX and interaction design, design systems and high-fidelity execution.
- Ran discovery workshops with founders and stakeholders to find the real problem and set direction before design began, then ran the product, design and delivery ceremonies through to launch.
- Defined UX strategy, product roadmaps and feature prioritisation across multiple accounts.

Senior Product Designer (freelance), 02/2021 - 02/2022

- End-to-end product design on client engagements, from research to high-fidelity execution.

Key outcomes at Wandr Studio

Brücke, 2025: 0→MVP in eight weeks. Defined the MVP scope from 20 user interviews and one research round, fitting it to an eight-week timeline; led two designers to launch and wrote the pitch deck the founders used to raise a pre-seed round.

RentRedi, 2025: full product redesign, 40,000 users migrated, zero complaints. Used AI to analyse three years of support tickets, won sign-off from the Head of Product and CEO to restructure before adding features, and led the redesign of the whole product: about 20 menu items became six groups and rent information went from five clicks to one. Support tickets down by roughly a third in the three months after launch.

WP Squared / WebPros, 2024: full planned scope shipped on a fixed five-month deadline. Built the product and design practice from zero: complete flows with happy and unhappy paths as the engineering specification, a design system and user validation before handoff. GO54, one of the first partners to launch, reported 30% revenue growth in six months.

Senior UX Designer, 01/2022 - 03/2022

Mercedes-Benz.io, Remote, freelance

- Designed for the Mercedes-Benz online store and its product detail pages: complex flows and high-fidelity UI in Agile with product and engineering, inside a large-scale enterprise product.
- Restructured product categorisation and navigation menus, driven by metrics, research and usage data.

Senior UX Designer, 08/2020 - 08/2021

Bliss Applications (TD Insurance), Lisbon / Canada (Remote)

- Redesigned the policyholder back-office and the new-policy sign-up flow for TD Insurance, two conversion-critical journeys.

- Cut back-office support tickets around payments and coverage by 80% and reduced late and missed payments, working from research, product analytics, experimentation (A/B testing) and behavioural data with product, engineering and business in a distributed Agile team.

UX/UI Designer, 01/2018 - 08/2020

Hexangulo Advertising and freelance, Lisbon / London (Remote)

- Owned UX/UI design for multiple digital products, translating business objectives into scalable design solutions.
- Led UX research and the structural decisions behind flows and interaction patterns, managing delivery across multiple stakeholders.

Digital Marketing Manager, 05/2015 - 03/2019

In Belém Hostel, Lisbon (freelance, alongside design work)

- Ran digital marketing for the hostel: growth, acquisition and conversion.

Marketing Manager, 09/2013 - 10/2015

IMT (Instituto de Medicina Tradicional), Lisbon

- Led marketing for the institute, with a focus on acquisition and conversion.

Projects

Curas (curas.app) 2026

Built and run in my own time. A marketplace and practice-management platform for holistic therapists in Portugal.

Own it end to end, from concept to live product, including P&L: business model, pricing and monetisation, product, design, build and go-to-market. Live in six months, on a subscription model instead of commission. **152 therapists and 30 clients with sessions booked by September 2026.**

ORIS (oris.dev) 2025

A multi-agent system I built and use.

40 specialised agents that take a ticket to production-ready output across strategy, design, validation and handoff.

Skills

Product: Product Management, Product Strategy, Product Discovery, Product Vision, Problem Framing, 0→1 Product Development, Feature Definition, Prioritisation, Product Roadmapping, Success Metrics, Business KPIs, OKR Setting, Go-to-Market, Cross-functional Leadership, Stakeholder Management, Experimentation (A/B Testing), Pricing & Monetisation, P&L Ownership

Design: End-to-End Product Design, UX Strategy, Information Architecture, Ontology Design, Interaction Design, Prototyping, Design Systems, UX Research, Usability Testing, Data-Informed Design

Tools: Product Analytics (Mixpanel, Amplitude, Google Analytics), Research (Maze, Hotjar, UserTesting), Figma, FigJam, Sketch

AI: Multi-Agent Systems, LLM Agents (Hermes Agent), Claude, Claude Code, Figma Make, v0, Lovable

Education

Computer Science (coursework), Universidade Autónoma de Lisboa 2018 - 2020

Television and Cinema Production, UACE, Barcelona 2008 - 2010

BA Marketing and Corporate Communication, ISCEM, Lisbon 2003 - 2006

IBM Enterprise Design Thinking, Co-Creator and Practitioner 2021

Languages: Portuguese (native), English (fluent), Spanish (fluent)