

Raquel Rodrigues

Head of Product Design · Product Strategy · Team Leadership

Head of Product Design with 9+ years of experience leading product design teams and product strategy across startups, scaleups, and enterprise environments. Proven track record in building and scaling design functions, aligning design with business strategy and KPIs, and driving high-impact product outcomes through strong leadership and cross-functional collaboration.



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WORK JOURNEY

Head of Product Design

Wandr Studio – Los Angeles, CA (Remote)

02/2025 - 2020

- Lead the **Product Design function**, owning vision, strategy, principles, and quality standards across products.
- Manage and mentor **product designers across seniority levels**, owning growth plans and performance development.
- Establish **design governance, processes, and scalable workflows**, improving delivery predictability and design quality.
- Partner with **Founders, Product, and Engineering leadership** to align design strategy with business goals and KPIs.
- Act as final owner of **design quality and coherence** across the full product lifecycle.

Lead Product Designer

Wandr Studio

02/2022 - 2020

Los Angeles, California (Remote)

- Led **end-to-end product design** across multiple products, from discovery to delivery.
- 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.
- Ensured high-quality execution through close collaboration with engineering teams.

Sr. Product Designer

Wandr Studio

02/2021 - 2020

Los Angeles, California (Remote)

- Delivered full-cycle product design from research to high-fidelity UI and handoff.
- Conducted UX research, usability testing, and UX audits to inform decisions.
- Contributed to design systems and reusable components, supporting scalability.

SOFT SKILLS

- Resilience
- Creative Thinking
- Effective Communication
- Empathy
- Strong Work Ethic
- Problem-Solving Skills
- Strong Research Skills
- Self-Confidence

SKILLS

- UI/UX
- Product Design
- Design Thinking
- Ideation
- Product Management
- Product Strategy
- People Management
- Team Leadership
- Design Leadership
- SEO
- Growth Hacking
- Product Vision
- Performance Development
- End-to-End Product Design
- Usability Testing
- Business KPIs
- UX Strategy
- UX Research
- Design Systems
- Data-Informed Design

TECHNICAL SKILLS

Design

Figma / XD / Sketch / Adobe Illustrator / Adobe Photoshop

AI Tools

Midjourney / Dalle / LLMs / Figma Make / V0 / Lovable

Dev Skills

Html / CSS / Wordpress

Video and Animation

Adobe Premiere / Avid / Final Cut / After Effects

Search Engine Optimization

Google analytics / SEMrush / Google Keyword Planner / Google Search Console / Adobe Analytics

WORK JOURNEY

Sr. Product Designer Mercedes Benz.io

08/2021 - 11/2021

Germany (Remote)

- 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.

Sr. UX Designer

Bliss Applications - TD Insurance

08/2020 - 08/2021

Lisbon / Canada (Remote)

[TD INSURANCE - CANADA](#)

- 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.

UX/UI Designer

Hexangulo Advertising and Freelance

01/2018 - 08/2020

Lisbon / London (Remote)

- Downed 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.

Digital Marketing Manager

In Belém Hostel

05/2015 - 03/2019

Lisbon

- 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.

Marketing Manager

IMT - instituto de Medicina Tradicional

09/2013 - 10/2015

Lisbon

- 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**.

EDUCATION PATH

BSc. Computer Science

UAL - Universidade Autónoma de Lisboa

10/2018 - 08/2020

Lisbon, Portugal

- (On hold)

Television and Cinema Production

UACE - Universidad de las Artes Escénicas y Cinematográficas

10/2008 - 06/2010

Barcelona, Spain

BA Marketing and Corporate Communication

ISCEM

10/2003 - 07/2006

Lisbon, Portugal

- Marketing / Advertising / Corporate Communication

LANGUAGES

Portuguese	● ● ● ● ●
English	● ● ● ● ○
Spanish	● ● ● ● ○

CERTIFICATES

IBM - Enterprise Design Thinking Co-Creator (01/2021) [↗](#)
IBM

IBM - Enterprise Design Thinking Practitioner (01/2021) [↗](#)
IBM

Mobile User Experience (UX) Design (04/2020 - 05/2020) [↗](#)

Design mobile interfaces based on mobile usability best practices and different operating platforms. Designing engaging and fun user experiences.

Creative Thinking: Techniques and Tools for Success (05/2020) [↗](#)

Coursera - Imperial College London

Design Thinking (04/2020) [↗](#)

Practical design thinking methods such as interviews, co-creation sessions and prototyping. Creating holistic and sustainable customer value.

SFC - Scrum Fundamentals Certified (07/2019) [↗](#)

SCRUMstudy

6 Sigma Yellow Belt (07/2019) [↗](#)

6sigmastudy

Hubspot Marketing Software (03/2019)

Hubspot