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skills

- Great presentation skills, able to present results for C-level stakeholders and clients.
- Background in creating presentations for sales pitch.
- Experience with project management using agile processes.
- Big defender of mobile first, grids and responsive design (having knowledge of Bootstrap and other frameworks), material design and design systems.
- Experience with frontend development (HTML5, LESS, SASS/SCSS, Javascript), understanding of some backend languages (PHP, ASP.NET C#) and SQL.
- Proficiency with Adobe Suite (Photoshop, Illustrator, InDesign, XD), Sketch, Axure, InVision Studio, Marvel, and also prototyping using HTML/CSS/JS (responsive and mobile first). Worked with JIRA, Trello, MS Office, MS Visio, Google Suite and others. In my opinion, tools are means to an end, so I believe we need to use the one that fits the job.
- Experience as a teacher (individual or group) that can help evangelize UX and other subjects throughout the company through classes and/or workshops.
- Very communicative and always trying to integrate teams so that everyone works with the same mindset. Teamwork is essential to success.
- Self-learner, proactive and always taking initiative to achieve the best results for the project and the company as well.

experience

Casion Tech Goodies

User Experience Lead (May 2015 - Present)

- Responsible for everything related with UX/UI and managed the development team in key projects, working hand in hand to accomplish the best results.
- Worked for several big companies such as Heineken, Spotify, Subaru, Coca-Cola and many others, being responsible for reporting the results to all stakeholders from the concept and discovery process, to creating the solution and throughout the development.
- Created and managed Casion's UX process, choosing the right tools for each situation so the team could be as productive and efficient as possible, always keeping in mind user-testing every step of the way.
- Worked side by side with clients, always advocating about responsive design, mobile first and, obviously, user experience.
- Evangelized UX to partners and clients, preparing workshops for their teams (occasionally for directors and high-level staff) so they could understand the importance of UX maturity in big companies nowadays.
- Despite the lead role, I've worked "hands-on" in critical and strategic projects, creating wireframes and prototypes with low and/or high fidelity.
- Collaborated in the creation of PAVETT, a Casion solution for data consolidation and visualization that uses storytelling to report campaign's results. It's used by companies like McDonald's, Renault, Petrobrás, Natura and others. I was responsible for creating the product logo, style guide, and its hybrid mobile app (understanding the user's needs, the campaign's KPIs, mapping the user flow, prototyping a solution mobile first that also worked in desktop devices, applying the style guide to the solution and applying new user testing cycle).

Dafiti

UX Specialist (April 2014 - April 2015)

- Created the tool that allowed A/B Test standardization throughout the whole company. A development team wasn't available at the time, so I've developed the MVP using Bootstrap and PHP with MySQL, afterwards training all Product Owners to use it.
- Worked directly beneath the Head of UX. I've been in charge of gathering the designers and creating the UX team for the company and helping them in the transition.
- Collaborated with the e-commerce redesign, being responsible for the cart, login, register, checkout and success page. Also, I have created the new concept of the user's "My Account", working with many teams like IT, CRO, BI, CX, Logistics and Payment to solve business problems and address the user's pain points.
- Created a hybrid spreadsheet that was useful to all the teams involved:
 - » Development team: to understand each component of the interface (alongside with the wireframes and "look and feel");
 - » BI team: to implement tags using GTM;
 - » Copyright team: to review the transitional messages;
 - » QA team: to check everything having a concise guide in hands.
 - » UX team itself: to keep tracking of the status of other teams.
- Worked with the mobile squad creating the new mobile app that helped increase sales in more than 40% on the new platform.
- Responsible for all the user-testing process: creating, planning, applying and sharing results with C-level stakeholders in every project I've been involved.
- Worked very close with the BI and Recommendation team to create the clusters that reflected the UX/CX Personas.
- Collaborated with the Brand team to achieve a focus group to understand the client's perception of Dafiti and, at the same time, get qualitative information that helped us improve our personas.
- Achieved a new concept for product categorization using facets, allowing products to be easily "tagged", removing every constraint when inputting new items in the ERP and helping the filter in the e-commerce. The project was considered so innovative that it was used by other Dafiti's branches in LATAM.

Casion Tech Goodies

UX Consultant (March 2013 - April 2014)

- Managed the design process of Banco do Brasil's Commercial Board's Intranet, in which I was able to interview the stakeholders, develop personas, research and prioritize functionalities, apply card sorting, create prototypes for user testing and, after working with the bank's developers in the implementation, help with the QA process.
- After the new website for TVMed, Casion was responsible for creating the streaming tool so the clients were able to watch the medical symposiums anywhere. I interviewed the clients, the technical team that recorded and edited the videos, created the personas and user journeys, developed a responsive prototype (HTML/CSS/JS) for user testing and, after everything validated, I've worked with the development team to finish the tool.

PWI - Password Interativa Sistemas Ltda

Marketing Manager / UX Designer (January 2012 - September 2013)

- After 2 years working in the web department, proactively, I took the responsibility to improve PWI's brand as Marketing Manager, also working as UX Designer to optimize their softwares (ERP, POS, e-Commerce, etc).
- Redesigned all the internal materials, creating new folders of their products and a brand new company portfolio for the sales team.
- Once achieved the brand's consistency, I created their new website using card sorting to understand how the user comprehended the products and taxonomy (always having the SEO team as a great partner), and user-testing in every design cycle.
- Redesigned their e-commerce solution for B2B and B2C with a complete mobile first focus, also preparing the app so their ERP and POS clients could have results selling their products on the web.
- Always advocating about UX, I prepared a complete course that explained the importance of user-centered design while creating solutions for their clients and how to implement the main tools. There were 4 classes and even the company's partners participated.

PWI - Password Interativa Sistemas Ltda

UX/UI Designer / Project Coordinator (November 2009 - December 2011)

- Worked as UI designer in web projects, being responsible for briefing the client, understanding the technical limitations of the projects and delivering a design presentation for validation.
- Delivered HTML/CSS/JS of the designs for the backend team.
- After 9 months in the company, I became project coordinator and I was responsible for supervising all the designers in their processes.
- Started implementing the concept of wireframes to validate with the client before the "look and feel" process. Then, we started applying user testing and, in some cases, card sorting for big websites.
- Mobile phones were increasing market penetration, so I studied the subject and helped the frontend team beginning applying responsive design for the new platforms.
- Noticed that the company didn't have a concise brand, I presented a plan to create a Marketing Department while still working as UX designer to help the company as a whole that was accepted by the partners.

W8b Websolutions

Senior Partner / Project Manager (April 2007 - September 2009)

- Worked coordinating teams, from kick-off meeting to understand the client's objectives, discussing and analyzing which points of the project could be optimized, to also suggesting new solutions.
- Responsible for creation and administration of online campaigns, developing and sending e-mail marketing and newsletters also creating banners and several digital materials.
- In charge of new employee's training, explaining our processes and objectives.
- Worked as UI designer in web projects, being responsible for briefing the client, understanding the technical limitations of the projects and delivering a design presentation for validation.
- Delivered HTML/CSS/JS of the designs for the backend team.

Freelance

Marketing & Web Consultant (January 2005 - May 2007)

- Restructured small companies' brands, repositioning and eventually reformulating their visual identities.
- Developed websites, business portfolios, digital materials for training and general courses.
- Responsible for the communication department of Persianas COLORADO, reshaping their entire visual identity. Also, I've developed the campaign "Leather by Jorge Bittar" and "COLORADO PROFESSIONAL" for ARTEFACTO 2005's catalog and advertisements.

Universidade São Judas Tadeu

Assistant Art Director (November 2003 - December 2004)

- Worked in several projects for the University
- Performed some jobs for small and medium local companies.

Academia Musical EVOLUTION

Senior Partner / Educational Coordinator (April 2001 - May 2008)

- Created a teaching methodology for guitar students of all levels.
- I was responsible for the company's visual identity and communication.

education

Faculdade Impacta Tecnologia

Post-graduation: Information Architecture and User Experience (UX)
(August 2014 – pending)

Universidade São Judas Tadeu

Bachelor of Social Communication: Specialization in Advertising and Propaganda
(January 2001 – December 2004)

ETFSP – Escola Técnica Federal de São Paulo

Technician: Specialization in Mechanics
(January 1995 – December 1999)

courses

B3 – BMF School

Behavioral economics (2018)

Mercedes Sanchez (UX Alliance)

UX Certification for PM's [PM-1, PM-2, PM-3] (2017-2018)

Semantics

Understanding Cognitive Biases (2018)

FIAP

Design Thinking (2017)

Agile Trends

Working with Agile UX (2016)

Miami Ad School

User experience course (2014)

Overfora

Understanding Customer Journeys (2014)

Dialog

Practical guide of User Testing (2014)

Reset Labs

UXDay – UX in the real world (2014)

Caelum

User Experience Design (2013)

languages

English

Native or bilingual level

Portuguese

Native or bilingual level

Spanish

Intermediate level