

# Rick Benetti

Designer Lead | Product Designer | Service Designer

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## Intro

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A Product Designer with a passion for creating impactful experiences and solving complex problems through Product Discovery and Digital Design.

An experienced in Service Design, User Experience Design and Team Management, I use the expertise I have acquired to guide companies towards growth and success.

During my recent stint at BRQ, I had the opportunity to lead different teams for different clients, as well as train the team of a specific DBU (Digital Business Unit) with around 15 professionals, including Junior PDs, UX Researchers, Service Designers and even Design Managers.

## Education

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Universidade Paulista

Technology in Comunicação para Web 2008

## Training

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DesignOps Lab

DesignOps Strategy 2023

BTX Educação

Design Leadership 2023

Faculdade Santa Marcelina

Expert in Web App and Multimedia and Design Online and Offline 2001

## Languages

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- Portuguese - Fluent
- Italian - Native
- English - Work/B1~B2
- Spanish - Mid

## Experiences

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### Netrin

Product Designer and Product Manager

Oct/2024 until now

- Definition of Product Design and Management methods
- Study for designing a Design System base
- Evaluation of improvements in the navigation flow of SafePartner (web desktop product for compliance)
- Product Discovery and Prototyping for flows of:
  - Identity Validation
  - Background Check
  - Service Receipt
  - Monitoring Program for Money Laundering

### BRQ Digital Solutions

Design System Specialist/Design Lead

Jan - Jun/2023

- Normalization and export of design tokens via JSON file
- Organization and definition of documentation standards
- Support in creating more than 50 components and content documentation
- Strategy for implementing the design system at KingHost through versioning and changelog

Design Team Lead

Oct/2022 - Jun/2023

- Leadership of design teams, optimizing team efficiency and skills
- Conducting design sessions, enhancing internal knowledge and team performance
- Implementation of DesignOps for 199 designers, creating an organized environment
- Development of the first internal portal for designers
- Creation of templates for tracking and assessing professionals' performance

Senior Product Designer

Jun/2022 - Jan/2023

- Creation of a new dashboard for Brazil's largest hosting company, Locaweb
- Optimization and enhancement of the design system in Figma
- Implementation to reduce cognitive load for hosting users
- Generation of backlog for future improvements

UX Researcher

Apr - May/2022

- Conducting usability tests at BTG Pactual as UX Research
- Implementation of Figma journeys for Maze
- Scripting and planning user interviews in Google Docs
- Analysis and implementation of user data and test types in Notion

Senior UX Designer

Jul/2021 - Mar/2022

- Active participation in the Credit Cards team at BTG Pactual bank
- Conducting product research and market trend analysis
- Application of the Double Diamond model to generate agile results
- Design and prototype of the new journey for the modular black card

### Datum

Senior Product Designer

May - Jun/2022

- Development of interfaces for PagoNxt (Argentina, Mexico, and Spain).
- Interface design for chargeback (refund) Backoffice using Figma.
- Conducting remote interviews with the back office team via MS Teams.

## Serasa

### Senior UX Designer

Oct/2020 - Abr/2021

- Design of the new credit card offers flow
- Detailed design of card offers and offer page for clarity in selection
- Gamification to boost and fill out the Serasa Profile

Achieved OKR:

- KR to double the partner credit card acquisition conversion rate through the platform, averaging 26%, surpassing the 12% goal.

## BOZ Solutions

### Service Designer Consultant

Jun/2009 - Sep/2020

- Experience in Education, Telecom, Appliances, Banking, E-commerce, and Communication industries, expanding knowledge in business rules
- Deliveries using Design Thinking, Design Sprint, and user research and interview techniques
- Design and prototyping using Sketch, Figma, Adobe XD, and Bootstrap Studio

### Product Designer

Mar/2014 - Mar/2019

- Use of CSD Matrix and Deep Dive for understanding problems for diverse clients
- Conducting workshops for designing Service Design Blueprint to understand user journeys and service structure
- Prototyping design with Sketch, Figma, and Paper
- Facilitation of short Design Sprint (in 3 days) for logistics services

### Project Manager

Oct/2016 - Jul/2017

- Hosting and site management on AWS for RPerformance
- Creation and development of WordPress sites for various clients
- Team management for natural language translation to Cobol for Santander
- Workflow optimization through Kanban adoption
- Implementation of Bitrix24 CRM to optimize customer service

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### UX Designer

Oct/2019 - Ago/2020

- Conducting Design Sprints and co-creation workshops
- Team guidance and support in building Service Design Blueprints
- Utilization of various tools such as Whimsical, Sketch, Excel, Trello, and Jira
- Presentation of benchmark-oriented results and user interview findings
- Wireframe design in Sketch and Whimsical