Oi, tudo bem?

Hi, how are you?

My name is **Guilherme Rodrigues**
and I'm an **AVP Customer Experience & Design**

"I work with humans and machines to create products people love and care about."

Educational background

2011 — **Competitive Intelligence**
🎓 PUCRS
📍 Porto Alegre - RS, Brazil

2009 — **Bachelor Information Systems**
🎓 Faculdade Dom Bosco
📍 Porto Alegre - RS, Brazil

2002 — **Technics Informatics**
🎓 Escola Técnica Santo Inácio
📍 Porto Alegre - RS, Brazil

Languages

PORTUGUESE

ENGLISH

SPANISH

FRENCH

Courses

Design thinking @ EMERITUS Institute of Management

IELTS 6.5 @ British Concil

User Research — Methods and Best Practices @ Interaction Design Foundation

Human-Computer Interaction - HCI @ Interaction Design Foundation

My Skills

#Digital Transformation   #User testing   **#Customer Experience**   #Leadership   #Operations   #CMS   #CSS

#Design thinking   **#User experience**   **#Agile/Scrum**   #Maze/Marvel   **#Rapid prototyping**   #HTML   #JIRA

#Javascript   #Analytics   #Visual Design   #Heuristic Analysis   **#User testing**   #Research   #IxD   #Sketch

FIRST ABU DHABI BANK | **ABU DHABI - UAE**   FROM JUNE 2018 TO PRESENT

AVP Customer Experience and Design   1.2 YEARS

First Abu Dhabi Bank is the UAE's largest bank and one of the world's largest financial institutions. FAB is currently in the top 50 safest banks in the world according to the Global Finance report of 2017. At the bank, I'm leading the customer experience and design of Payit, the UAE's first fully-featured digital wallet. One of my primary responsibility is to drive results by developing the internal team on a customer-first approach as well as user-centered design. Moreover, identify customers needs from both B2C and B2B, looking at processes from the sales team as well as call center and digital channels. I'm also the liaison between business and marketing, CX and operations, being the one setting up processes and promoting enhancements according to the feedback of researches, online surveys and data analysis.

ETISALAT | **DUBAI - UAE**   FROM SEPTEMBER 2016 TO MAY 2018

Manager User Experience & Operations   1.8 YEARS

Most valuable brand in 2017 and presented in 16 countries, Etisalat is the biggest Telecom in the UAE. Today I manage all the operations of a multidisciplinary team of service, interaction and visual designers, content strategists, and creative technologists. We are the Etisalat Design Studio, and we are committed to design, deliver strategies and compelling user experiences from digital to retail. Our latest projects are the loyalty program app called Smiles (4.3 stars Google Play and 4.6 App store) which has nearly 600 thousand users, the Digital Transformation project which included the whole revamp of the etisalat.ae website, the My Etisalat mobile app and the Etisalat Payment Machines (EPM).

EOV MEDIA | **DUBAI - UAE**   FROM OCTOBER 2014 TO MAY 2016

Senior User Experience Designer   1.7 YEARS

EOV is a Dubai digital marketing company, founded by two emiratis in 2008. Back in 2014 I've partnered with them and became a shareholder. My primary responsibility was brief and coordinate the internal team as well as suppliers and remote freelancers, sending requirements and following up on activities. I was also handling multiple accounts, often visiting clients and working closely with decisions makers to propose new solutions for their businesses, prototyping new ideas and running workshops in-house. At the time I was working at EOV, we handled premium accounts like Ministry of Finance, Dubai SME, Hamdan Innovation Incubator, Abu Dhabi Pension Fund and the marketing account of eDirham (+million AED).

EMARATECH | **DUBAI - UAE**   FROM JUNE 2012 TO SETEMBER 2014

Lead User Experience   2.3 YEARS

emaratech is a semi-government company owned by the Investment Corporation of Dubai. It's one of the leading technology and management consulting company in the UAE that provides high end market strategies and online solutions for private & public sectors. At emaratech I was the UX Lead of a team of Information architectures, Visual Designers and Front-end Devs, ready to solve big problems through design thinking and creativity, while adapting solutions to iterative development through Agile design techniques. One of our biggest achievements was to propose a new design and experience for the Dubai SmartGate, which we have worked togheter with Dubai Airports and technical suppliers to research, understand and provide a desirable, viable and feasible solution.

HEWLETT PACKARD | **PORTO ALEGRE - BRAZIL**

FROM APRIL 2011 UNTIL DECEMBER 2011

Software designer

8 MONTHS

American multinational enterprise information technology, Hewlett Packard is one of the world's iconic tech companies. The R&D division has many branches across the globe and, in Brazil, I had the opportunity to work with a highly skilled team of engineers, designers, marketers and product managers. I came to fulfill a User Experience Designer role, working with an agile team of 8 cross-functional colleagues. One of my main activities were discussing new features with product managers and prototype those using the same front-end platform of the product before those were implemented. Thus, we were able to validate and promote changes on the requirements before they were passed to the development team, saving costs and speeding up development nearly 50%.

TOTVS/SA | **PORTO ALEGRE - BRAZIL**

FROM SEPTEMBER 2009 TO DECEMBER 2010

User Interface Specialist

1.3 YEARS

Brazilian technology company, TOTVS is specialized in the development of business solutions for players of all sizes. I've joined TOTVS to be part of the development team responsible for the ERP for Healthcare sector. I started as a C# developer and, in a couple of months, I've received a challenge of changing the whole ERP web interface to the new digital identity. The entire task took one month, which meant turning around 3500 screens. Getting closer to user interface development opened up an opportunity to start engaging Business Analysts and working closely with them on refining requirements. Moreover, creating prototypes and flows to allow clients visualize concepts and participate in the problem-solving process.

CONCEITOWEB | **PORTO ALEGRE - BRAZIL**

FROM DECEMBER 2006 TO AUGUST 2009

System Analyst and Operations Manager

2.8 YEARS

ConceitoWeb is a webshop, hosting websites and creating solutions for small and medium companies. At Conceitoweb, I was responsible for planning and modeling e-commerce and back-office web systems using VB.NET/Sql Server together with a team of VB.NET developers, front-end developers, and Database analysts. Apart from collecting requirements from the management, I was also reporting directly to them regarding the operations, mostly related to team allocation and project statuses.

NTCONSULT | **PORTO ALEGRE - BRAZIL**

FROM AUGUST 2006 TO NOVEMBER 2006

Trainee - Software developer

3 MONTHS

NTConsult is a Brazilian IT Consulting firm established in 2003, with a focus on the Public Sector and Financial Institutions. At NT I joined as a trainee, and my responsibility was developing new features the government management System product using Visual Studio 2005 (VB.Net) and SQL Server.