

Rogerio Ximba

PRODUCT DESIGNER

Portfolio <https://rogerioximba.com.br>
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Product Designer actively evolving complex features into intuitive, obvious and ease of use experiences.

EXPERTISE

End-to-End Product Design, Product Strategy, User Experience Design, Information Architecture, Design System, Product Discovery, Figma, Product Analytics, Artificial Intelligence Prototyping, Stakeholder Management, Wireframing

SELECTED EXPERIENCE

Seu Influencer (*Feb 2026 - Present*) - Product Designer

Creator Economy platform connecting brands and content creators through campaign management, creator sourcing and performance analytics.

- Leading a platform-wide redesign initiative focused on improving user activation, retention and product adoption.
- Conducting product audits and identifying friction points across onboarding, positioning, pricing and feature adoption.
- Redefining information architecture, campaign workflows and navigation systems to improve usability and scalability.
- Designed and launched onboarding experiences, campaign creation flows, campaign management workflows and analytics capabilities.
- Collaborating directly with stakeholders to align business objectives, user needs and product strategy.
- Leveraging AI-assisted workflows for product discovery, specification and design exploration.

Maia Health Tech (*May 2024 - Feb 2026*) - Product Designer / Digital Designer

HealthTech SaaS focused on helping healthcare professionals streamline clinical workflows.

- Collaborated with leadership on product strategy, roadmap planning and growth initiatives.
- Contributed to the introduction of freemium and free-trial models to improve acquisition and activation.
- Designed product experiences across onboarding, core workflows and feature development.
- Led the launch and evolution of an AI-powered medical consultation transcription feature that became the platform's flagship offering.
- Used Mixpanel analytics and user behavior data to identify friction points and guide product decisions.
- Worked across Product Design, UX/UI, Growth and Product Strategy in a collaborative startup environment.

Humanizadas (Nov 2023 - Aug 2024) - Visual Designer

- Developed visual communication materials, executive presentations and institutional assets.
- Specialized in Information Design and Data Visualization.
- Created layouts and visual systems to communicate complex information and research findings.
- Designed data-driven materials focused on clarity, hierarchy and decision-making support.

Focus Areas: Information Design • Data Visualization • Visual Design • Communication Design

SKILLS

Product Design: UX Design • UI Design • Product Discovery • Information Architecture • User Flows • Prototyping

TOOLS

Figma • Adobe Suite • Mixpanel • HubSpot • Claude • Claude Code • Midjourney • Adobe Firefly

LANGUAGES

Portuguese — Native • English — Professional Proficiency

EDUCATION

Bachelor's Degree in Graphic Design

São Paulo State University (UNESP) | 2018 - 2023

Academic Exchange Program - USA

Arizona State University (ASU) | Jun 2015 - Jul 2016

Mechanical Engineering Studies

Federal University of Itajubá (UNIFEI) | 2013 - 2017