

Rick Benetti

Product Designer | Service Designer

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Intro

A Product Designer with a passion for creating impactful experiences and solving complex problems, with a strong foundation in Service Design, User Experience Design, and Team Management. I leverage my expertise to guide companies toward growth and success.

During my recent time at Netrin, I had the opportunity to create the visual and usability foundation for a high-level Risk Management and Compliance product, designing new experiences for Background Check, PLD, and Partner Monitoring, as well as reorganizing the entire structure with Figma and laying the groundwork for a Design System for future applications.

Education

Universidade Paulista

Technology in Comunicação para Web 2008

Training

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

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

Experiences

Netrin

Senior Product Designer

Oct/2024 - Feb/2025

- Definition of Product Design and Management methods
- Preparation of a UI Kit for the Design System
- Evaluation of improvements in SafePartner's navigation flow
- Product Discovery and Prototyping for the following flows:
 - Identity Validation
 - Background Check
 - Service Extract
 - Money Laundering Monitoring Program
 - Partner Monitoring

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/2021

- 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