

# Rodrigo Motta

User Experience Design & Product Strategy

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## PORTFOLIO

[Portfolio in Dropbox](#)  
[Behance projects](#)

## ADDITIONAL INFO

[Linkedin profile](#)  
[Tumblr blog](#)

Lead User Experience Designer with 16+ years of experience in combining simple, elegant and effective design execution with design thinking methodologies, to deliver world-class experiences while fostering innovation within teams and products. Obsessive observer, passionately pursuing the root cause of people's problems, then solving them by creating or leveraging technology in new and simple ways.

## CORE COMPETENCIES

Touch and gestural interface • Consumer mobile apps (iOS & Android) • Social network apps • Enterprise web apps • IoT • e-commerce • Interaction design • Accessibility • Visual design • Iconography • Design thinking methodologies • Design leadership • Product strategy • Human psychology • Branding & identity • User research • IA • Storyboards • Wireframes • Workflows • Journey lines • Usability testing • A/B testing • Personas • Use cases • Competitive analysis • Design sprints

## TECHNICAL SKILLS

Keynote • Sketch App • Omnigraffle • Photoshop • Illustrator • After Effects • Axure • Invision • Principle • Marvel • Bootstrap • CSS3 • HTML • JQuery

## EXPERIENCE

**Viasat, Inc** Carlsbad, CA Apr 2017 - Present

### Sr. User Experience Designer

Crafting simple, beautiful and intuitive experiences for mobile and desktop. Led design efforts for Wi-Fi hotspot, residential and technician products, including design thinking, use cases, wireframing, information architecture and visual design. Co-leading and co-creating the living Viasat Experience Design System to empower designers and engineers to build Viasat products with a unified visual language and consistent user experience.

**SOLOSHOT, Inc** San Diego, CA Mar 2016 - April 2017

### Lead Product Designer

Crafted the experience and touch interfaces for SOLOSHOT3 Camera, Base and Tag system which automatically tracks and record people while they surf, snowboard, play soccer, film documentaries and more.

**Yappee, Inc** Solana Beach, CA Dec 2014 - Jan 2016

### Lead Product Designer

Led the design of Yappee's exclusive network that rewards you for connecting your friends with your favorite businesses. Developed strategies based off of insights of real people, turning these insights into elegant and engaging user experiences. Inspired the team by showing/prototyping what is possible before it was built.

**Room 5** Encinitas, CA/Charlotte, NC Oct 2014 - Dec 2014

### **Sr. UX Design Consultant**

Collaborated with client to deliver clear and elegant designs for IoT application/ dashboard: a remote access audit tool for retailers to analyze merchandise security, charge status, recent alarms, associates/key activity, and ensures Planogram compliance.

**OneHealth Solutions** Solana Beach, CA Dec 2013 - Sep 2014

### **Lead User Experience Designer**

Led design of MeetingFinder, a 5 star iOS health app. Worked on strategy and led design decisions for the company's flagship social product (web, iOS, and Android). The product mission was to influence positive behavior, improve health and deliver measurable value through a combination of social-networking technology, evidence-based clinical principals and engaging game mechanics.

**Intuit** San Diego, CA May 2010 - Aug 2013

### **Experience Designer**

Winner of Intuit Mobile Idea Jam (out of 28 teams). Finalist of Intuit's Lean StartIn Competition. Architected, executed and validated designs to optimize customer needs and address business/technical constrains; Facilitated brainstorm sessions, reviewed quantitative and qualitative data, and optimized web sales processes through A/B and multivariate testing to secure high conversion of landing pages. Developed and delivered positive customer experiences for two successful QuickBooks launches. Provided expertise while collaborating with Product and Digital Marketing Managers, and Engineers. Interviewed, hired, and mentored junior designers.

**Mitchell International** San Diego, CA Apr 2008 - May 2010

### **Sr. User Experience Designer**

Executed engaging designs for claims processing and auto shop management applications (web, mobile and desktop). Introduced innovative, simple and clear designs into web & desktop applications that engaged users and increased the efficiency of the staff. Surged business socialization and approval levels by producing wireframes, visual mockups, task flows and UI specifications.

**US Relay Managed IP Video** San Diego, CA Oct 2005 - Apr 2008

### **Head of Product**

Directed the conceptual, strategy, and design of live streaming video applications and managed online marketing initiatives for highly competitive markets, including tourism, leisure and construction monitoring. .

## **EDUCATION**

**BA in Industrial Design/Professional Qualification in Visual Comm**

**FAAP (Fundação Armando Alvares Penteado)** Sao Paulo, Brazil 2000

**Business Management Certificate (Marketing)**

**UCSD** San Diego, CA 2008