Thiago Rodrigues Oliveira

Product Designer

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Profile

Product Designer with 10+ years of experience delivering end-to-end digital products for enterprise corporations and growth-stage startups across healthcare, renewable energy, EdTech, and finance. I work across the full design process — from discovery and research through to high-fidelity interfaces and post-launch iteration — always grounded in user insights and connected to measurable business outcomes.

My background combines strategic UX thinking with hands-on technical fluency, having worked across markets in the USA, UK, Portugal, Ireland, Chile, and Brazil. That international scope has sharpened my ability to navigate complex stakeholder environments, adapt to different product cultures, and communicate clearly across disciplines.

Skills & Expertise

10+ years — Product Design (web & mobile), User Interface Design, Interaction Design, Usability & Accessibility (WCAG 2.2), End-to-end Product Ownership, Design Systems, Information Architecture, Graphic & Visual Design, Branding, Front-end Development, Web Semantics

5+ years — Figma, Lean Startup, Agile & Scrum, Design Thinking, Atomic & Material Design, User Research & Interviews, Journey Mapping, Stakeholder Workshops, Usability Testing (Maze, TryMyUI), Heuristic Evaluation, OKRs & KPI frameworks, AI-assisted design workflows

Knowledge of — Design Leadership, UX Maturity Advocacy, Full-Stack Development (Laravel, Rails, Python, JavaScript), Git & Version Control, Data Analysis (Hotjar, LogRocket), Business Intelligence, AI tools (Figma Make, v0, Copilot, Claude Code, Lovable)

Work Experience

User Experience Designer   *May 2023 – Jul 2025*
McKesson (USA remote) at Randstad Digital

- Led end-to-end design across discovery, definition, and delivery for an enterprise healthcare distribution platform used by tens of thousands of professionals
- Conducted user interviews, facilitated cross-functional workshops, and mapped complex workflows to identify friction points and uncover growth opportunities
- Designed high-fidelity interfaces and user journeys within a large-scale Design System, ensuring consistency and scalability across multiple product squads
- Advocated for UX maturity across engineering and product teams, introducing design review rituals and aligning design decisions with measurable OKRs

UX/UI Designer   *Feb 2023 – May 2023*
BladeInsight (Portugal)

- Established UX practices and design maturity from the ground up for a renewable energy startup building Web Inspection and Robotics Control platforms
- Initiated the product Design System with dynamic, reusable Figma components, reducing handoff friction and creating a foundation for consistent product growth
- Conducted user interviews and usability tests to validate design decisions and surface unmet needs across both technical and non-technical users

User Experience Generalist *Apr 2021 – Feb 2023*
MindTools (Edinburgh/UK remote) at DevSquad
- Shaped B2B and B2C product experiences for a learning platform used by over two million professionals, contributing to measurable improvements in engagement and feature adoption
- Co-designed implementation processes, ran discovery workshops, and pitched new approaches directly to product leadership in an agile, cross-functional environment
- Built dynamic Design System components in Figma and delivered user journeys and interfaces across sprints, balancing speed with quality in a fast-paced distributed team
- Conducted ongoing user research including moderated usability tests, surveys, and behavioural analysis to drive continuous product improvement

Education

Industrial Automation and Robotics *(attending)*

Cenfim | Caldas da Rainha, Portugal | 2026–2028

Advanced Programme in Design Thinking and Innovation

IADE – Faculty of Design and Technology | Lisbon, Portugal | 2022–2023

Bachelor of Science in Information Technology

College of Computing Technology | Dublin, Ireland | 2015–2018

Languages

English: Full Professional Proficiency (C1)
Spanish: Professional Working Proficiency (B1)
Portuguese: Native