

RODRIGO VIEGAS

Product Designer

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ABOUT _____

Product Designer with a strong background in advertising and digital design. I combine creativity, concept development, and visual storytelling to craft impactful experiences. Passionate about transforming ideas into meaningful, visually engaging work that connects brands and people. Currently pursuing an MBA in UX, Innovation and Technology at FIAP - SP and holding an MSc in Communication and Management of Creative Industries from the University of Porto, Portugal.

WORK EXPERIENCE _____

Banco Pan/BTG

Digital Product Designer

Feb 2023 – Present | São Paulo, Brazil

- Design and deliver user-centered solutions for the bank's app, enhancing Payments and Pix journeys and improving customer satisfaction and engagement.
- Introduced prototyping and usability testing frameworks that reduced development time and improved design validation.
- Partner with cross-functional teams to ensure cohesive, accessible, and business-aligned digital experiences.

W3Haus

Art Director

Jun 2022 – Jan 2023 | Porto Alegre, Brazil

- Led digital campaign design and social media content creation for major clients, including Tramontina and Gramado Parks.
- Collaborated with multidisciplinary teams to develop creative concepts that enhanced visibility, engagement, and performance metrics.

Agibank

Digital Creative Analyst

May 2018 – Mar 2022 | Porto Alegre, Brazil

- Developed communication strategies that strengthened brand awareness and consistency across digital and offline channels.
- Helped build a modern, data-informed visual identity, resulting in improved user perception and brand recognition.

W3haus

Art Director

Apr 2017 – May 2018 | Porto Alegre, Brazil

- Created impactful digital campaigns for leading brands such as O Boticário and Petrobras, emphasizing innovation and storytelling.
- Fostered cross-team collaboration to deliver integrated, high-quality creative projects aligned with client goals.

Competence Comunicação

Art Director

Jun 2013 – Apr 2017 | Porto Alegre, Brazil

- Led concept development and production of integrated campaigns for clients including Senac, Banrisul, and Panvel Farmácias.
- Managed a creative team, overseeing art direction, schedules, and budgets while ensuring consistent excellence and client satisfaction.

TOOLS

Figma
Illustrator
Photoshop
InDesign
After Effects

SKILLS

User-Centered Design
Grid-Based Layouts
Visual Design
Prototyping
Teamwork

English EFSET Quick English Check
Score: Advanced / Proficient (CEFR C1/C2)

EDUCATION _____

FIAP – São Paulo, Brazil

MBA in UX, Innovation and Technology
April 2025 – Present

Miami Ad School – São Paulo, Brazil

UX for Innovation (Short Course)
August 2023 – October 2023

University of Porto – Porto, Portugal

Master's in Communication and Management of Creative Industries
August 2021 – November 2023

Escola Cuca – São Paulo, Brazil

Advanced Course in Creative Advertising (Short Course)
September 2015 – November 2015

PUCRS – Pontifical Catholic University of Rio Grande do Sul – Brazil

Bachelor's Degree in Advertising and Propaganda
March 2009 – August 2014