

RODRIGO ESCH

UX / Service Design / Design Thinking / Product Strategy
Rio de Janeiro, Brazil

Portfolio: <https://www.uxfol.io/user/esch>
(Password required for some projects)

Hi, I'm Rodrigo Esch. I'm a Strategic Design (MBA) post-graduate with more than 15 years of experience in Design, including User Experience Design, Design Thinking and also Digital Marketing, working in execution and also as a leader and manager.

Currently I'm working as a UX Lead at Oi, one of the largest telecommunications enterprises in Latin America, helping to achieve the companies digital transformation goals. Our mission here in the Digital Experience department is spread a design-driven way of solve problems through the company, matching design thinking tools and agile workflows , always focusing on user needs.

I am also helping to spread UX knowledge teaching classes at Comschool here in Rio. Feel free to contact me to answer any questions.

CONTACT

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LINKS

<https://www.uxfol.io/user/esch>
www.linkedin.com/in/rodrigoesch
www.dribbble.com/rodrigoesch

EDUCATION

Strategic Design MBA (2012)
Infnet

Communications - Advertising (2002)
UGF

CERTIFICATION

Google Analytics Expert (2015)
Google Adwords Expert (2015)
Google Partners

LANGUAGES

English* (conversation, reading and writing)
Spanish* (conversation and reading)

**Both has been used on daily professional activities.*

WORK EXPERIENCE

August 2016 to present

UX Lead @ Oi S. A.

Currently leading 8 projects (Oi Mod, Técnico Virtual, Oi Play, Chatbots and more) and 6 UX teams. These teams consists in professionals from Oi and 4 different partners (IBM, Accenture, VML, Stefanini) with different skills, such as design thinkers, information architects, product and visual designers and UX writers, working together in a colaborative environment, based on the Spotify agile framework with constant deliveries. Please see my portfolio for further details.

November 2015 to July 2016

Senior Interaction Designer @ Huge

From the discovery phase to prototyping for national and LatAm projects. Experience on interviews with stakeholders and users, and quantitative/qualitative data analysis, in order to map user jouneys. Worked creating a digital product to a client in Colombia, in which the final deliverable of the project was a strategic vision.

September 2014 to October 2015

Customer Experience Manager @ Crayonstock

Responsible for the product strategy and the user experience at this carioca startup, a stock photo site. We selled very specific images for agencies and design studios, with focus on brazilian teams. My job was to provide a great customer experience in all of the platform.

March 2014 to September 2014

Senior Information Architect @ Oito Digital

Based on market analysis and opportunities identification, I worked developing innovation products inside the company, creating prototypes, validating ideas and building the roadmap together with the clients. Heavy focus on government projects, specially Android and iOS apps.

October 2013 to March 2014

UX Coordinator @ Innersite

Helped leverage the beginning of the company since its creation, designing the Ecommerce interfaces and later, when the company expanded, contributing to the spread of UX culture through the organization. Worked with big accounts such as Leader, Ri Happy and Globo TV, with our team of architects and visual designers.

April 2011 to October 2013

Design Coordinator @ Hermes / Comprafacil

After an experience as a UI Designer, I was promoted to management in 2011, leading projects for partners such as Globo, Ipiranga, Makro, Som Livre and others. I managed UX projects such as mobile, Ecommerce and internal tools. These tools helped to increase productivity between areas. I worked heavily on improvements targeting users needs, based on testing and metrics analysis.

June 2009 to April 2011

UI Designer - Ipirangashop / Km de Vantagens @ Hermes / Comprafacil

Started working in a project in partnership with Ipiranga Oil & Gas company, designing all the Ecommerce sites and apps and helping to create the digital ecosystem.