



rafaella studart

product design leader & strategist

education

General Assembly

Product Management
Certificate
2018

User Experience Design
Certificate
2014

NN/g

DesignOps: Scaling UX Design
and User Research
2020

Savannah College of Art and Design (SCAD)

B.F.A in Graphic Design
2013

skills

Product Design —

Design leadership
Product strategy
Product roadmapping
User research
Usability testing
Information architecture
Content strategy
Wireframing
Prototyping

Toolbox —

Figma
Sketch
InVision
Adobe CC
FullStory
Google Analytics
Jira
HTML/CSS

Languages —

Portuguese > Native
Spanish > Fluent
French > Fluent
English > Fluent

experience

15Five

Product Design Manager
Oct 2021 - Present

- Mentoring and managing a team of three Senior Designers
- Coaching designers on ideation and problem-solving through regular 1:1s and informal interactions
 - Working closely with cross-functional leaders and partners to align on high-level Portfolio priorities
 - In collaboration with product management and research, partnering on generative and evaluative research projects to uncover end-user needs and inform and influence the overall Portfolio strategy and priorities
 - Facilitating visioning workshops for the entire Portfolio to participate in the creation and evolution of the Portfolio product strategy

Essential Aero

Senior UX Consultant
Oct 2020 - Jul 2021

- Working with the CEO to define the overall strategy and direction of an MVP AI inspection tablet and mobile app
- Defining and maintaining the product roadmap
 - Providing leadership, direction, and mentorship for a team of UX Designers
 - Partnering with marketing and engineering to ship high-quality work

CallRail

Senior UX Designer, Growth
Apr 2019 - Jul 2021

- Planning and executing design testing strategies for the Growth team (Improved website conversions by 4% and trial conversions by 7% in 2020)
- Managing CallRail's UX Apprenticeship Program & Design Apprentices
 - Assisting the UX Director with hiring and creating processes for the UX team
 - Running design sprints and design thinking workshops
 - Collaborating within agile teams to execute on the delivery of crucial features
 - Group leader for CallRail's DE&I Employee Resource Group

Bizz Inc

UX Design Advisor
Dec 2019 - Mar 2020

- Worked with the CEO and CTO to define the overall strategy and direction of an MVP fintech product
- Created and maintained the product vision and roadmap
 - Provided leadership and direction for the UX team
 - Assisted with the recruitment and onboarding of UX talent
 - Conducted regular stakeholder presentations