



Lívia Rodrigues

UX Designer Specialist

Email
lirodriguesdeos@gmail.com

Phone
(+55) 21 96943-4206

Address
São Paulo, Brazil

Social

linkedin.com/in/livia-rodrigues/
LinkedIn

Languages

Portuguese
Native

English
Advanced

Skills

User-centered Design

Quantitative Research

Qualitative Research

Data Analysis

Information Architecture

Web Design

Mobile Design

Prototyping

Testing

Collaboration

Empathy

Problem-Solving

Project Management

Portfólio



Professional Portfólio



<https://www.liviarodriguesportfolio.com/>

Experience

March 2020 - present 📍 São Paulo



Globo

- UX/UI Designer Specialist
Feb 2024 - Present
- UX/UI Designer Senior
Jan 2021 - Feb 2024
- UX/UI Designer Mid-level
March 2020 - Dez 2021

Globo is the largest media conglomerate in Brazil, boasting a digital presence that reaches nearly every household in the country. Since February 2024, I have played a key role in the Sales Journey team, currently serving as a UX Design Specialist. In this technical leadership role, I bridge the gap between pre-sales, checkout, and customer service, ensuring a seamless and integrated experience across all of Globo's digital products and monetization ecosystems.

Oct 2017 - Mar 2020 📍 Rio de Janeiro



Ingresso.com

- UX/UI Designer Junior
Jan 2018 - Mar 2020
- UX/UI Designer Intern
Oct 2017 - Dez 2018

Ingresso.com is a company specializing in the online sale of movie theater tickets. Established in the year 2000, the company has maintained its position as the largest and most widely used platform for purchasing movie tickets in Brazil. During my tenure at Ingresso.com from 2018 to 2020, I undertook a diverse range of projects across various touchpoints. Notably, during that period, Ingresso.com was affiliated with Fandango Media, being part of the Comcast Joint Venture.

Education



Graphic Design Graduation 2018

Pontifícia Universidade Católica do Rio de Janeiro (PUC-Rio)



Nielsen Normal Group

Becoming a UX Strategist
Jan 2023



Mergo User Experience

UX Metrics Conf
May 2022



The Interaction Design Foundation

Membership Certificate
Jun 2021



IXDA

ILA 2018 - Interaction Latin America
Nov 2018

Tools



Figma

UI Design, prototyping



Maze

Product research



Google Analytics

Data analysis



Notion

Project management



Jitter

Motion Design



Adobe Illustrator

Vectors



Slack

Communication



Mural

Visual collaboration

And many others