

Ricardo Ordine

CONTACT

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Lead Product Designer

Curitiba, Paraná, Brazil · Open to remote (worldwide)

Lead Product Designer with 10 years of experience leading the strategy and execution of digital products at global companies. Works at the intersection of design, business, and technology, using design as a tool to drive results, guide strategic decisions, and create user-centered experiences. Deep experience in Applied AI, DesignOps, team development, and evolving design maturity across organizations.

EXPERIENCE

Lead Product Designer

Dec 2021 – Present

CI&T (global digital transformation company) · Full-time · Curitiba, Brazil

Strategic design leadership for global clients, defining product vision, architecting complex systems, and driving business results through data-informed decisions and behavioral design.

- **Volkswagen**
 - Technical Leadership & Alignment: led 8 designers across value streams, driving quality standards, methodological rigor, and strategic alignment with executives and product trios, while fostering individual career development and chapter engagement.
 - Primary Navigation: led the navigation redesign (19 JTBDs), raising task success in Shopping (86.6% → 95%) and Ownership (88% → 95%), and improving ease of navigation by up to +0.50 points (5-point scale).
 - myVW App Optimization: redesigned the end-to-end service journey, driving an 12% increase in service bookings completed in-app.
 - AI-Driven Management Framework: conceived an AI- and analytics-based artifact to map conversion funnels and prioritize initiatives via an ICE matrix.
- **VR Benefícios**
 - SMB Journey (“One Click”): simplified the ordering flow from 7 steps to a single click with WhatsApp recommendations, reaching CES 5/5 and reactivating 50% of clients in 36 days.
 - SuperApp Architecture: unified VR's product ecosystem into a scalable navigation system with dynamic, profile-based benefit display.
- **PicPay**
 - Behavioral Design & Gamification (Field Sales): restructured the sales app around a consultative model, applying gamification and photo/GPS validation tied to bonuses to engage the team in executing brand missions.
 - Operational Efficiency: ran contextual research (shadowing) and field-routine optimization, cutting average visit time by 10% while maintaining service standards at point of sale.

Senior Product Designer

Jul 2021 – Dec 2021

Dextra (acquired by CI&T) · Full-time · Curitiba, Brazil

- **Claro**
 - Proactive Support Hub (~3M users/month): redesigned the remote-support experience, replacing reactive flows with a real-time proactive diagnosis hub, cutting technical-visit scheduling by 8% and generating significant operational savings.
 - Metrics & Processes: standardized CSAT and NPS measurement across the product's platforms and introduced a discovery triad (PD + PO + TL), a model adopted by other squads. Served as Career Advisor to 3 designers.

Lead Product Designer

Jan 2021 – Jul 2021

Poliedro Educação · Full-time · São José dos Campos, Brazil

- Leadership & DesignOps: founded the Lead Design practice within the Innovation team (leading 2 designers), establishing product culture, governance processes, and continuous alignment with engineering teams.
- Design System & Scalability: built the first integrated Design System (Design/Dev via Storybook) for internal products, standardizing visual architecture and accelerating development time across multiple teams.
- Educational Ecosystem Redesign (P+): led the restructuring of the P+ platform, unifying the information architecture of exams, mock tests, and school communication into a single integrated experience.

Digital Designer II

Sep 2018 – Dec 2020

Positivo Soluções Didáticas · Full-time · Curitiba, Brazil

- Universal Accessibility Design (A11y / W3C): specified and applied digital accessibility standards (W3C/WCAG) across learning materials, enabling use by people with visual and hearing impairments, dyslexia, and color blindness.
- Contextual Research & Regulatory Adaptation (Positivo On): ran in-field research with principals, teachers, and students to map operational routines and translate the new high-school-reform guidelines into platform architecture and features.

ADDITIONAL PROFESSIONAL HISTORY

Web Designer

Contract / Projects

Independent Consulting / Freelance · Self-employed · Curitiba, Brazil

- Prospecting, management, and development of web projects focused on usability and conversion for SMBs and partner agencies.

Web Designer

Sep 2016 – Sep 2018

Agência Historymakers · Full-time · Curitiba, Brazil

- Information architecture, wireframes, and responsive interface development for digital projects (Electrolux LatAm, Gazeta do Povo, and Fox Lux).

EDUCATION

B.A., Industrial Design – Digital Design

2012 – 2016

Pontifícia Universidade Católica do Paraná (PUCPR) · Curitiba, Brazil

Professional Education — UX & Interaction Design

2016 – 2017

The Interaction Design Foundation (IxDF) · Online

CORE SKILLS

DESIGN & UX

Product Strategy · Discovery Facilitation · Journey Mapping · Information Architecture · UX/UI Design · Design Systems · Prototyping

RESEARCH & VALIDATION

User Research · Usability Testing · Heuristic Evaluation · Card Sorting · Tree Testing · User Interviews · Qualitative Research · Research Synthesis

LEADERSHIP & OPERATIONS

Design Leadership · Team Building & Mentoring · DesignOps · Stakeholder Management · Cross-functional Collaboration

APPROACHES

Behavioral Design · Human-Centered Design · Design-Driven Innovation · Service Design · Strategic Design · Systems Thinking

LANGUAGES

Portuguese (Native)
English (Full professional proficiency)
Spanish (Limited working proficiency)
French (Elementary)