



Eduardo Medina

Product Designer

 [Portfolio](#)  [LinkedIn](#)  [Toptal](#)

Relevant Work History

LeadSimple (Oct 2023 - Current)

- Improved Shared Inbox product's NPS by 30% through benchmarking, user interviews, and hands-on design.
- Boosted user engagement by 20% using insights from Session Rewind and other measurement tools.
- Achieved a 20% reduction in churn rates through targeted user experience enhancements.

CodeCleanse (Contractor) (Sep 2022 - Oct 2023)

- Achieved 200% business growth within the first year, necessitating team expansion.
- Established and implemented robust UX processes, transforming the consultancy into a fully-fledged Software House.
- Successfully partnered with 15+ startups across various industries, delivering innovative tech solutions.
- Contributed to College Costs Secret, a business backed by Shark Tank, leading to a 40% uplift in its market value.

WithClutch (Jun 2021 - Sep 2022)

Led UX team and created a design system for the California-based fintech.

- Established an evidence-based culture with regular usability testing.
- Increased cross-sell by 15% and Credit Unions' Share of Wallet by 30% by transforming linear flows into a loan portal.
- Enhanced efficiency and productivity through streamlined design systems.

LiveSchool (Nov 2019 - Jun 2021)

- Empowered K-12 teachers with enhanced behavior tracking tools.
- Hired through Toptal, transitioned to full-time based on CEO's recognition.
- Designed and maintained the product design system, including the Remote Control feature, boosting teacher engagement by 40%.
- Implemented design improvements, like button reorganization, for continuous product enhancement.

Vodafone UK (Feb 2018 - Nov 2019)

- Managed e-commerce for handsets and SIM cards.
- Led UK team in developing a global design system for over 400 designers.
- Implemented design system components into the Vodafone UK consumer app, downloaded millions of times.
- Recruited and formed three UX designer teams.



Instituto Infnet
27 anos de história

Digital Design University –
Instituto Infnet

uxmedina@gmail.com
+55 21 99610-7579
Rio de Janeiro, Brazil.

Industry Knowledge

- HTML5
- CSS3
- CSS Frameworks and Pre-processors
- Javascript Frameworks
- AB Test
- UX Metrics
- User Research
- Agile Frameworks
- Team Leadership

Tools & Technologies

Figma, Sketch, Protopie,
Google Analytics,
Amplitude, Fullstory,
Principle for Mac, Hotjar,
etc.

Languages

Portuguese (native)
English (fluent)
Spanish (intermediate)
French (intermediate)
Italian (intermediate)

Crossover / Modus Create. (Jul 2017 - Feb 2018)

As a senior designer at these prestigious online agencies, I had the privilege of participating in the construction of the entire [Crazy Egg](#) product suite and maintaining the ScienceLogic design system.

Petrotechnics Scotland (Jun 2016 - Aug 2018)

- Implemented design-first thinking for digital products in North Sea oil platform operations.
- Collaborated with engineers to enhance worker safety and task efficiency.
- Improved CTA visibility for workers wearing gloves, reducing task time and increasing success rates.
- Contributed to the company's successful sale through impactful design improvements.

WPensar (Mar 2015 - May 2017)

- Created GridClass to streamline high school timetable creation in Brazil.
- Reduced timetable creation time from 3-6 months to one week.
- Enhanced teaching methodology, labor law compliance, and financial efficiency.
- Awarded by the Lemann Foundation for our success.
- Contributed to WPensar's acquisition by the largest educational group in Latin America.

Hotel Urbano (Jun 2014 - Mar 2015)

- Part of Hurb's first multidisciplinary team for Latin America's largest OTA.
- Transformed the outdated coupon model into a true OTA.
- Conducted usability testing and hypothesis validation to develop a successful MVP.
- Contributed to the company's acquisition by Priceline, parent company of Booking.com.

Semko (Jan 2010 - Jun 2014)

Partner. Working in the coordination and supervision of the web design team and customer service. Semko served some of the largest banks and corporations in Brazil.

Quality Software (Jan 2006 - Dec 2009)

Web Designer for this acknowledged software company which serves clients as: ItaúBank, Vivo and Nokia. Tasks included: Interface design of portals and web applications and frontend development.