PEDRO ROCHA
PRODUCT DESIGNER

pedrorocha.space
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ABOUT ME

10+ years of experience with design and a postgraduate degree in Business Innovation. Uniting design approach and business thinking, I create products that transform lives and empower people.

EXPERIENCE

21 **LEAD PRODUCT DESIGNER**
at **Abstra.app**

Joined Abstra product team to coordinate design efforts creating extremely simple and intuitive experiences for Abstra users.

21
20 **CO-FOUNDER & DESIGN LEADER**
at **Alameda.work**

Co-founded an Innovation studio to develop reliable and useful projects, working on research, prototyping, testing and creating great experiences and interfaces based on the user needs and expectations.

20 **CO-FOUNDER & BUSINESS LEADER**
at **Droppa**

Co-founded a startup to connect truck drivers and cargo operators, following lean principles and agile frameworks to build our solution.

19 **INNOVATION COMMUNITY MANAGER**
at **Makro Group**

Worked with project and innovation squads at Makro units in Latin America, propagating the mindset and culture of innovation.

19
17 **LEAD UX DESIGNER**
at **Stone Pagamentos**

Coordinated the development of new digital solutions to the sales team, looking for their journeys and improving usability.

17
16 **LEAD PRODUCT DESIGNER**
at **Kryo Development**

Responsible for the development of new products, seeking solutions with customers and improving our ongoing products.

15
13 **VIRTUAL REALITY DESIGNER**
at **Transas Marine**

Responsible for building 3D scenarios for virtual reality.

13
12 **DESIGN INTERN**
at **Domo Studio**

Developed graphic projects for customers around the world.

14
10 **CO-FOUNDER & DESIGNER**
at **Alfa Design Studio**

Co-founded a design studio, working on graphic and digital products for companies from a variety of segments.

LANGUAGES

English Portuguese Italian Spanish

EDUCATION

19
18 **BUSINESS INNOVATION**
MBA course - FIAP

15
09 **INDUSTRIAL DESIGN**
Undergraduation - UFRJ

13
12 **PRODUCT DESIGN**
Sandwich undergraduate program
Politecnico di Torino - Italy

09
06 **CIVIL CONSTRUCTION**
Technical course - CEFET-RJ

COURSES

20 **DATA PROTECTION REGULATIONS**
FIAP

20 **BIG DATA SCIENCE**
FIAP

20 **DASHBOARDS FOR B.I.**
FIAP

19 **FRICTION HUNTERS**
Strategiemakers

19 **INNOVATION COACH COURSE**
Strategiemakers

19 **DESIGN SPRINT**
Product Arena

18 **PROJECT MANAGEMENT - PMI**
FIAP

13 **DESIGN THINKING ACTION LAB**
Stanford University

ACTIVITIES

20 **IBM GARAGE**
Product development bootcamp - IBM

20 **CHALLENGE 2020 - STARTUP PROGRAM**
Baanko

20 **PRE-SEED ACCELERATION PROGRAM**
Founder Institute

19 **STARTUP BOOTCAMP MENTOR**
InovAtiva Brasil 2019

17 **INNOVATIVE TECHNOLOGIES AND EXPANSION OF THE CONSCIOUSNESS**
Co-author of the book in partnership with UERJ published by Editora Ciência Moderna

17
14 **WORKSHOPS ABOUT 3D PRINTING**
in partnership with CREA-RJ and UERJ

14 **SOCIAL PROJECTS**
ENACTUS UFRJ

13 **PROGETTO STILOLINEA**
Project for the italian company Stilolinea

11 **DESIGN IN COMMUNITY ENTERPRISES**
Extension project PROEXT / UFRJ

11 **ERGONOMIC DESIGN OF FISHING BOATS**
Scientific Initiation CNPQ / UFRJ

08 **WORK IN SCENE**
Technological Initiation CNPQ / CEFET-RJ

07 **MINI COMPANY "UMUARAMA"**
Junior Achievement