

# Rafael Basso

Senior Product Designer | Product Design Lead | UX/UI Strategy

Portlaoise, Ireland

Dual Citizenship Brazilian/Italian

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Portfolio: rrbdesign.com | designrelax.com

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## Summary

Senior Product Designer with 15+ years of experience designing enterprise SaaS platforms, AI assisted workflows, conversational experiences, and customer focused digital products across B2B and B2C environments.

Experienced leading UX initiatives through user research, product strategy, AI driven design, and cross functional collaboration to deliver scalable and intuitive UX/UI experiences with measurable business impact.

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## Professional Experience

### Senior Product Designer | Altify | 2022 – Present

- Leading product design initiatives across AI driven enterprise SaaS workflows focused on strategic revenue execution and account planning.
- Partnering closely with Product Managers, Engineers, Customer Success, and Sales leadership to design scalable experiences aligned with user and business goals.
- Driving discovery, user research, usability testing, and validation sessions with enterprise customers and internal stakeholders.
- Designing AI assisted workflows and conversational experiences that reduce friction, surface actionable insights, and improve seller productivity and decision making.
- Contributing to product strategy, design systems evolution, and workflow standardisation across Salesforce integrated experiences.
- Facilitating design reviews, stakeholder workshops, and collaborative shaping sessions to align UX direction with delivery priorities.
- Mentoring teammates and promoting AI assisted design workflows within the product design process.

### UX/UI Designer | Allied Irish Banks (AIB) | 2021 – 2022

- Designed and improved customer experiences across digital banking channels.
- Conducted user interviews, usability testing, and research analysis to identify customer pain points and optimisation opportunities.
- Created wireframes, prototypes, interaction flows, and high fidelity UI designs aligned with accessibility and usability standards.
- Facilitated usability sessions and communicated insights to stakeholders and delivery teams.

### UX/UI Designer Team Lead | Aunua Academy | 2021 - Volunteer

- Organised UX design processes across a multidisciplinary design team.
- Led user research, usability validation, and persona development activities.
- Facilitated collaboration sessions and contributed to product discovery initiatives.

### Senior Agent, Trust & Safety / UX/UI Designer | Accenture Ireland | 2019 – 2021

- Supported cross functional teams as a workflow SME, helping improve operational processes, communication, and service quality.
- Reviewed multilingual content across English, Portuguese, and Spanish markets while ensuring compliance with platform policies and quality standards.
- Designed enterprise educational and survey platforms focused on usability, responsive design, and user centred experiences.
- Conducted UX research, user interviews, usability testing, and prototyping activities.

### UX/UI Designer | SaúdeJá Suplementos Alimentares | 2013 – 2018

### UI/UX/Graphic Designer | Kartal Comunicação | 2011 – 2013

### Graphic Designer | Idealfarma Distribuidora | 2010 – 2011

### Graphic Designer | C2 Comunicação | 2008 – 2010

## Mentorship & Community

### Mentor | 2021 – Present

- Mentoring aspiring UX/UI designers through portfolio reviews, career guidance, and product design coaching sessions.
- Supporting mentees in developing UX case studies, presentation skills, and user centred design thinking.

### Coding Instructor & Mentor | Accenture | 2020

- Delivered HTML and CSS mentoring sessions for employees across multiple international teams.
  - Supported learners in developing front end fundamentals and digital design skills.
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## Education

### Graphic Design Diploma

Pan-American School of Arts and Design | 2010 – 2012

### Ordinary Bachelor Degree in Digital Media

Methodist University of São Paulo | 2007 – 2009

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## Certifications & Further Education

- AI for UX Designers | UX Tree
- AI Agents & Automation Development - No Code & ChatGPT | Udemy
- UX Design Mentorship Programme | UX Tree
- Web Development – Javascript | IBAT College Dublin
- Mobile Interface Design | Quaddro Treinamentos
- Artistic Drawing | Quanta Arts Academy
- HTML5 & CSS3 | Senac
- Web Design | Impacta
- English Certification | Trinity College London
- Spanish Certification | Richard Hugh Fisk Foundation