

Andre Rodrigues

Interaction Designer, UI/UX Design, Product Design, UX Writer

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dribbble [/ousiadroid](https://dribbble.com/ousiadroid)



Google - Senior Interaction Designer

Jan 2022 - Present

Designing for new commerce initiatives in Google for B2B and Prosumers, to help them buy for their businesses with confidence.

- Set and communicate user-driven product direction and priorities to the XFN stakeholders and leadership through workshops, rolling decks and presentations.
- Identified high impact opportunities through evaluative studies for Townsquare, and charted strategic frameworks to socialise and drive these initiative forward.
- Worked closely with product and eng teams to deliver and launch the product



Agoda - Senior Product Designer (Booking Holdings)

Sep 2018 - Dec 2021

- Launched Themed vacations + Hourly Hotels funnels to 6k bookings per day
- Handpicked for the COVID action team which bought bookings up from 20% to 70% in several initiatives.
- Strategic north star on hotels search increasing conversions to 10k+ bookings
- Redesign Search Results on App to bring more context, which increased conversions and reduced indecision by 10%
- Optimising payments for a friction free experience reducing drop-off by 20% with personalised experiences, across geographies.



Microsoft - Senior UX Designer

Jan 2017 - Aug 2018

Created experiences for emerging markets, enhancing productivity for the next billion.

- Designed a system for a more inclusive health care delivery across geographies for ICU's, that is saving thousands of lives.
- Was awarded a patent for inventing a location based group system and multi-layered chat experiences.



Ola - Principal Product Designer

Dec 2015 - Dec 2016

Handcrafting delightful interfaces for the millions of daily commuters at Ola Cabs.

- Led a small team that worked on Ola Play, a connected car platform.
- Led the payments initiatives with a successful redesign of Ola Money that increased usage by 40%+.
- Worked with airline and e-commerce partners on monetisation initiatives.



Flipkart - Principal Product Designer

Apr 2015 - Dec 2015

Joined to lead the Flipkart redesign and worked on several future thinking innovations around the future of Flipkart, personalisation and a seller app redesign.



Gaana - Chief Manager

Feb 2011 - May 2015

- Led design of India's most loved music service and grew a small design team that covered product and branding and design systems.
- Using design strategy and research, grew Gaana to 12 million + installs on mobile and to billions of active listeners.
- Also worked on critical redesigns of other Times Internet properties, like Indiatimes, Economic Times, Times of India, Filmfare and many more.



Notion Ink - Director of Interaction Design

Oct 2010 - Feb 2011

Conceptualised, created and Designed the Eden UI for the Notion Ink Adam. Navigating the ambiguity of tablets then, to find a clear niche for a homegrown effort in a soon to be iPad dominated market. Got famous at CES 2010... briefly.



BBC Magazines India - Creative Director

Jan 2007 - Sep 2010

Was one of the youngest Creative Directors in the BBC/World Wide Media. Redesigned the Indian edition of Top Gear Magazine and drove up monthly sales through competitive design and photography art direction, introducing innovations such as Stereoscopic 3D specials.



Mumbai University - Bachelor of Commerce

Specialising in Statistics and Economics

Skills

User Experience Design

UX Writing

Design Thinking

User Interface Design

User Research

Quant Data Analysis

A/B + Bandit Testing

Visual design

3D generalist

Motion

Illustration

Rapid Prototyping

Branding

Gamification

Tools

Figma

Cinema 4D/Blender

Octane/Arnold

After Effects

Illustrator

Principle/ProtoPie

Metabase

Tableau

Photoshop

Sketch

A.I

Disco Diffusion

ChatGPT

MidJourney

DALL-E

Design ops

Design systems

D-Software migration

Sprints - Lean/Agile/Google

Learning initiatives

Mentorship systems