andré rodrigues

High-Craft, AI powered, T-Shaped Product Designer | Deep UX Expertise + Impact + Growth

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Doordash/Deliveroo / Wolt - Senior Product Designer

01/10/2023 - Present

Leading innovations around Merchant and AI for Doordash International and Wolt in Europe

- One global cross-platform, any-device merchant app fulfillment, table seating, KDS, and kiosks. Enabling retail, restaurant, grocery, and e-commerce operations across three continents.
- Tested AI assistants that autonomously increased merchant efficiency
- Automated merchandising achieving a record 93.6% availability, cutting wastage
- Redefined retail picking, to increase speed and accuracy of picking with recommendations

Google - Senior Interaction Designer @ Google Ads

10/01/2022 - 17/05/2023

Designing for new AdTech and B2B commerce initiatives in Shopping Ads on Google Search team

- Spearheaded the 0-to-1 launch of a B2B Marketplace tailored for a $20 bn business buying industry.
- Uncovered ad innovation opportunities on Google Search experimentation, yielding $6 bn in revenue.
- Served on Google's AI Council, driving in designing for generative AI with prompt-based solutions.
- Worked 20% on Google Maps features to boost travel engagement and weekend planning activities.

Agoda (Booking Holdings) - Senior Product Designer

27/08/2018 - 28/12/2021

Worked across core teams as a Growth focused product designer

- 0→1: Launched new verticals—Themed Vacations & Hourly Hotels—driving 26K daily bookings.
- Led the strategy for North Star on Hotels Search increasing conversions to 100k+ bookings per day
- Search growth - Redesigned Search Results Page reducing indecision by 10%, increasing conversion.
- Finance and Payments - Reducing drop-off by 20% and increasing payment coverage by 60%
- Led the COVID action team - Which increased bookings from 20% to 70% in multiple initiatives.
- Ethical & Sustainable Design – Delisted properties exploiting animals, promoting responsible tourism.

Microsoft- Senior UX Designer

02/01/2017 - 20/08/2018

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

- Awarded a patent for inventing a location based group system and multi-layered chat experiences.
- Saving lives through design - enhancing health care communication across geographies in pre-natal ICU's
- Worked on several initiatives around EdTech, MedTech and enabling Gig economies through chat systems
- Design systems - Contributed to the Fluent Design System + Documentation
- Accessibility - Ensured design system and features shipped with correct accessibility standards

Ola - Principal Product Designer

20/11/2015 - 22/12/2016

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

- Led a small team that worked on Ola Play, an infotainment system. Outfitting 30% of the fleet.
- Led the payments initiatives with a successful redesign of Ola Money that increased usage by 40%+.
- Growth design - Worked on monetisation experiences bringing in over $20 mn in revenue

Flipkart - Principal Product Designer

25/05/2015 - 19/11/2015

Joined to lead the Flipkart redesign and worked on several forward thinking innovations around the future of Flipkart, personalisation and a redesign of the seller app. Increasing seller signup's by 20%

Gaana - Founding Designer → Chief Manager

07/02/2011 - 15/05/2015

0→1 founding designer at Gaana, growing and leading the design team to deliver 12M+ mobile installs and craft five major product versions delighting millions of users.

- Led design for India's leading music service covering product, branding, and design systems.
- Worked on critical redesigns of Indiatimes, Economic Times, Times of India and Filmfare - 10x growth

Notion Ink - Director of Interaction Design

22/10/2010 - 22/02/2011

Led design and frontend engineering for Eden UI on the Notion Ink Adam tablet shown at CES 2011

BBC Magazines India - Creative Director

22/01/2007 - 22/09/2010

Led designers in Top Gear India as part of a global BBC creative collective. Boosting subscriptions by 140%.

Education

2000 - Bachelor of Commerce, Mumbai University

AI Powered Design Engineer

Claude Code
Cursor and Open Code
Llama Local AI
Comfy UI Workflows

Building and prototyping with AI, from early validation workflows to late-stage polish and refinement. Deep AI created tooling to support research and handoff

Skills

User Experience Design

UX Writing

User Interface Design (IxD)

User Research

Quant Data Analysis

A/B + M/V + Bandit Testing

Design Thinking

High Craft Visual design

3D generalist

Motion Design

Rapid Prototyping

Gamification

Tools

IxD - Figma

Motion - After Effects/ProtoPie

3D - Cinema 4D/Blender

Render - Octane/Redshift

Docu. - Notion + Confluence

Motion - After Effects/**ProtoPie**

Proto - Cursor, Figma, Claude

Analytics - Metabase/Tableau

Spatial - Unreal/Unity

Sprint - JIRA, Linear, Notion

Design ops

Sprints - Lean/Agile/Google

Design systems

Upskilling Initiatives