

MAXIMILIANO ROTA

Leading design with purpose, delivering results with impact.

linkedin.com/in/maxrota
maxrota@me.com · São Paulo / Brazil

Portfolio
maxrota.site

skills

- team building & leadership
- cross-functional work
- technical knowledge
- strategic design thinking
- executive communication

languages

js • sql • python • css • html/css

- english/ spanish *(fluent)*
- italian *(intermediate)*
- french/ japanese *(basic)*
- portuguese *(native)*

tools

- figma/ xd/ sketch
- hotjar/ google analytics
- maze/ useberry/ ux cam
- looker/ power bi
- generative ai prompts
- adobe suite
- microsoft office
- keynote
- notion/ miro
- jira/ confluence

education

ESPM (2004 - 2007)
design • marketing • communications • sales • economy
bachelor's degree in social communication with emphasis in marketing, advertising and design.

Saint Paul / Exame (2025 - 2026)
ai • management • behavioral science • leadership
master of business administration focused in artificial intelligence for business and management.

experience

Despegar ⇢ Senior UX Manager (June 2026 - Current)
travel • after sales • design ops • growth • mobile/ web • b2b/ b2c/ b2b2c

- Manage Design Managers in their day-to-day challenges, supporting them within the context of their teams and responsibilities.
- Partner with other Heads and Directors to define and cascade OKRs and strategic decisions.
- Lead the Design Chapter toward the future, driving innovation, AI adoption, and new ways of working.
- Drive cross-functional and cross-business alignment and influence.

XP Inc. ⇢ Senior Product Design Manager (July 2025 - June 2026)
investments • financial markets • banking • open finance • mobile app • web platform • internal solutions

- Concept, monitor, analyze and interpret strategic quality experience metrics presenting results and recommendations to executive committees.
- Manage and develop a diverse design team, embedded within the BU/ Product context.
- Leverage AI in daily basis as a strategic efficiency driver, enhancing management and productivity.
- Build and scale a more robust and strategic design chapter, in partnership with other design managers.

Pravaler ⇢ Design & Research Manager (October 2023 - July 2025)
e-commerce • credit • financing • mobile app • website • web platforms • internal solutions • design system

- Partnered with cross-functional teams to align UX strategies with corporate objectives.
- Established scalable methodologies and processes to foster the design-driven culture.
- Led and mentored a team of high-performing design professionals, enhancing skills and delivering impact.
- Continuous discovery practices to ensure user-centric solutions for both internal and external customers.
- Contributed to conception of digital solutions for 400k+ students and 500+ education institutions in Brazil.

Ze Delivery, ABInBev ⇢ Product & Service Design Manager (June 2021 - August 2023)
consumer goods • delivery/ last mile • growth loops • operations • mobile apps • web platforms • design system

- Designed user-informed solutions leveraging growth loops to balance innovation with business outcomes.
- Promoted the adoption of design systems and culture across the organization, with operational excellence.
- Worked in a cross-functional team to deliver scalable products for consumer, delivery person and seller.
- Shaped strategic product direction, integrating user research insights with company objectives.
- Helped the company achieve 50MM+ orders impacting 5MM+ users and partners from all sizes in LatAm.

Previous experiences (2007 - 2019)
UZZO Pay ⇢ Head of Product & Design | Broadcast ⇢ Senior UX Designer | Thomson Reuters ⇢ Brand Designer Latam