

Rick Rocharca

Design Manager | Product Design Management | UX Leadership

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Professional Summary

Design and Product Design Manager with 14 years of experience leading distributed teams and delivering enterprise SaaS products. Proven track record in people management, mentorship, hiring strategy, roadmap planning, and cross-functional leadership across Product, Engineering, and Design. Experienced in M&A integration, AI product delivery, and design systems leadership. Hands-on with AI-enabled workflows: enabled my designers to build MCP integrations (Claude, Kiro, Figma MCP) that made design handoff 30% faster, and brought Claude skills to the team to automate operations across Atlassian tools, Outlook, and Teams. Builds scalable processes that balance innovation with enterprise-grade stability. MBA in Management Strategy. Brazilian, based in Hungary, open to relocation and remote.

Core Skills

- **Leadership and People Management:** Distributed Team Management, Mentorship and Career Development, Career Laddering, Hiring Strategy, Performance Management, Psychological Safety
- **Strategy and Product:** Product Strategy, Roadmap Planning, M&A Integration, Business ROI, Stakeholder Management, AI and Automation
- **AI and Workflow Automation:** Model Context Protocol (MCP), Claude, Kiro, Figma MCP, AI-Assisted Workflows, Process Automation, Jira, Confluence, Atlassian, Microsoft Outlook, Microsoft Teams
- **Operations:** Design Operations (DesignOps), Design Systems, Agile/Scrum, Process Improvement, Cross-Functional Collaboration
- **Domain:** Enterprise SaaS, B2B, Customer Experience (CX), Complex Workflows, UX Design, Product Design
- **Creative:** Art Direction, Motion Design, Branding, UI Design

Professional Experience

Product Design & UX Manager | Genesys | Hungary | Jan 2024 - Present

- Lead a distributed team of six product designers across four countries through structured mentorship, career laddering, and a culture of psychological safety.
- Built a career framework and coaching approach that supported 5 promotions across my teams.
- Enabled and supported my designers in building MCP (Model Context Protocol) integrations with Claude, Kiro, and Figma MCP that connect design and development workflows, delivering a 30% faster handoff process.
- Brought Claude skills into the team that automate work across Jira, Confluence, Atlassian tools, Outlook, and Microsoft Teams, speeding up the team's work and reducing manual effort.
- Led a design systems team, strategically positioning it to preserve component foundations and enable AI capabilities across a UX organization of 80+ designers, researchers, and strategists.
- Reduced churn by 50% through a DesignOps strategy.
- Led design for the integration of an acquired AI-powered Social Listening tool into a global CX platform, moving users off legacy workflows without loss of functionality (18 people, 11 months, shipped on time).
- Increased beta program participation by 35% by designing a scalable opt-in framework that let the product team validate complex features with enterprise customers before General Availability.
- Created the Beta Rollout playbook, a repeatable framework for future AI feature releases that balances rapid innovation with enterprise-grade stability.
- Aligned Product, Engineering, and Design (the Triad) to synchronize roadmaps, reducing design-to-development friction and accelerating delivery of high-priority initiatives.

Senior Product Designer (Team Lead) | Genesys | Hungary | Aug 2022 - Dec 2023

- Served as Design Lead for the Genesys CX platform, optimizing complex SaaS workflows to improve efficiency and usability for enterprise users.
- Mentored junior designers and established peer-review processes, contributing directly to the promotion and skill development of multiple team members.
- Partnered with product managers to translate ambiguous business requirements into actionable design specifications aligned with organizational KPIs.

Lead Product Designer & Art Director | Pine Digital Studio | Budapest, Hungary | Aug 2020 - Jul 2022

- Led design for global apps and websites, from first concept through animation and 3D rendering.
- Ran creative direction across branding, social, video, and digital products.
- Responsible for several major websites and apps in Europe, including Brain Bar, Bookr Kids, Cristo, and Techocasa.

Education

Post-graduation in Agile Project Management | Uniminas University, Brazil | Feb 2025 - Jan 2026

MBA in Management Strategy | Uniminas University, Brazil | Feb 2024 - Jan 2025

Master of Fine Arts | Infnet Institute, Brazil | Mar 2016 - Aug 2018

Bachelor of Communications and Marketing | Veiga de Almeida University, Brazil | Mar 2012 - Jan 2016

Awards

- MVP 2024, Leadership & Team Management (Genesys)
- MVP 2023, Outstanding Performance (Genesys)

Certifications

- Design Thinking Practitioner (Genesys)
- Behavioral Design and Gamification (Udemy)

Languages

Portuguese (Native), English (Fluent), Spanish (Intermediate), French (Learning)

References

Available upon request.