RICK ROCHA

PRODUCT DESIGN MANAGER | UX LEADERSHIP

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Product Design Manager and MBA candidate with over 13 years of experience scaling distributed teams and delivering enterprise SaaS solutions. Expert in bridging the gap between creative vision and business strategy, with a focus on AI integration and operational efficiency. Brazilian, currently based in Hungary.

AREA OF EXPERTISE

- **Leadership:** Distributed Team Management, Mentorship & Growth, Hiring Strategy.
- **Strategy:** Roadmap Planning, M&A Integration, Business ROI, AI & Automation.
- **Operations:** Agile/Scrum, Design Ops, Design Systems (Scalability).
- **Domain:** Enterprise SaaS, CX/B2B Ecosystems, Complex Workflows

PROFESSIONAL EXPERIENCE

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

- **Strategic Leadership:** Led a distributed team of six product designers across four countries, driving performance through structured mentorship, career laddering, and a culture of psychological safety.
- **M&A Integration:** Spearheaded the design strategy for an AI-powered Social Listening tool following a strategic acquisition, successfully integrating legacy workflows into the core Genesys ecosystem without functionality loss.
- **Business Impact:** Drove a 35% increase in beta program participation by architecting a scalable "Opt-in" framework, enabling the product team to validate complex features with enterprise customers prior to General Availability.
- **Operational Excellence:** Operationalized the "Beta Rollout" playbook, creating a repeatable framework for future AI feature releases that balanced rapid innovation with enterprise-grade stability.
- **Cross-Functional Alignment:** Facilitated strategic alignment between Product, Engineering, and Design (Triad) to synchronize roadmaps, reducing design-to-development friction and accelerating delivery timelines for high-priority initiatives.

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

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

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 & Marketing | Veiga de Almeida University | Brazil   **Mar 2012 - Jan 2016**

ADDITIONAL INFORMATION

- **Awards:** MVP 2024 (Leadership Impact - Genesys), MVP 2023 (Team Work - Genesys), All-Star Award (Outstanding Performance - Genesys).
- **Certifications:** Design Thinking Practitioner (Genesys), Behavioral Design & Gamification (Udemy).
- **Languages:** Portuguese (Native), English (Fluent), Spanish (Intermediate), French (Learning).