

ROGER LEITE, PH.D.

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ABOUT ME

As an experienced **Lead UX/UI Designer and Researcher** with over a decade in design and team management, I specialize in creating intuitive products with complex functionalities and am skilled in various research methodologies. I have led projects in collaboration with companies like SAP and Erste Bank and worked with ADP, Tricentis, and startups. My role involves being actively involved in all stages of product development. Additionally, I mentor professionals in technology and assist entrepreneurs.

I am eager to explore opportunities for collaboration and share my expertise in design, research, AI and Project Management.

WORK EXPERIENCE

Team Lead UX/UI Designer - Mar/2023~Project ends Feb/2024, 1 year.

Cargo-Partner (B2B Logistics Company) - Vienna, Austria.

As the UX Team leader, key responsibilities include guiding ideation and future concepts, managing task assignments and team collaboration, and upholding quality standards. Adapting to dynamic SaaS project scopes and priorities, mentoring team members, and refining collaboration processes are vital. Additionally, this role involves contributing to designer recruitment and onboarding, integrating customer research to ensure a user-centric design approach, and communicating crucial customer insights to stakeholders for strategic roadmap integration.

Senior UX Designer for Data Analysis Products - Sep/2021~Mar/2023, 1 year 6 months.

Tricentis (B2B SaaS Company) - Vienna, Austria.

At Tricentis, a leading B2B company renowned for its #1 Continuous Testing platform and transformative role in software testing for DevOps, I served as a Senior UX Designer for Data Analysis Products. My main responsibilities included understanding complex product specifications and conducting concept and usability testing. I was responsible for planning Design Thinking phases, ideating, designing, and developing prototypes focused on customer needs. There, I implemented design consistency through a new Design System that we raised from ground up. My role also involved frequent communication with Product Managers, Architects, Business teams, and Developers. Staying informed about competitor products and industry trends was a key aspect of my job. I was the lead designer for prominent products such as Tricentis Analytics, Data Integrity, and the acquisition of Testim, and played a pivotal role in the Incubation Zone.

Lead of Product Design & Research - Jan/2019~Jun/2021, 2 years 6 months.

Zero Pro Hero (B2C Startup) - Remote, Valencia, Spain.

Zero Pro Hero, a startup specializing in data monitoring for football player networks, invited me to join their team in 2019 due to my prior research on football data with SAP. This research was conducted during my tenure as a Professor Assistant & Researcher at INF and published in 2017. My primary role involved leading and supervising the product's development, working closely with contractors. I was responsible for establishing and managing timelines and deliverables for the contractors' teams. A significant part of my job was overseeing the integration of Data Science and Visual Data Analytics into the product, ensuring its effectiveness and innovation. I regularly evaluated and refined the product based on feedback and performance metrics to maintain high standards. My role also required facilitating effective communication between our internal research team and external contractors, ensuring cohesive and aligned project development.

Senior Researcher & Lecturer User-centered Design - Apr/2018~Mar/2021, 3 years.

Researcher & Lecturer User-centered Design - Apr/2015~Mar/2018, 3 years.

TU Wien - Vienna, Austria.

During my six-year tenure at TU Wien, as both a Senior Researcher and lecturer and a Researcher and lecturer in User-centered Design, I was engaged in various responsibilities. My work primarily involved researching and developing SaaS concepts in data science, visual data analytics, and interaction design, focusing on applying design research in data science. I created innovative designs and prototypes, contributing to the advancement of the field. Writing scientific publications and conducting peer reviews were key aspects of my role. I collaborated on diverse projects and offered consulting services. Additionally, I taught user-centered design classes and advised students on their thesis. My work spanned multiple domains, including financial fraud network analysis, COVID-19 epidemiology, supply chain financials, and cultural heritage.

Researcher & Professor Assistant - Mar/2013~Feb/2015, 2 years.

UFRGS - Porto Alegre, Brazil.

In my role, I focused on researching and developing concepts in Data Science, Visual Analytics, and Interaction Design. My responsibilities included designing new techniques and implementing interactive prototypes to evaluate these innovations. A significant part of my work involved writing scientific publications and research proposals. I actively participated in both scientific and consulting projects, contributing my expertise and insights. Additionally, I was involved in teaching, where I supervised student projects and theses, ensuring their academic growth and practical understanding. I also contributed to the academic community by reviewing scientific publications. My work spanned various domains, including Biology, specifically in Phenology, and Sports, with a focus on Soccer, in collaboration with SAP.

Software Engineer - Jan/2011~Dec/2012, 2 years.

Automatic Data Processing (B2B) NASDAQ: ADP - Porto Alegre, Brazil.

My main responsibilities centered around developing web applications using technologies such as Java, JavaScript, SQL, and Git. I worked collaboratively with an international team, bringing diverse perspectives and skills together. Additionally, I was actively involved in applying agile methodologies, including Scrum, Kanban, PI Planning, and Sprint planning, to ensure effective project management and team coordination.

EDUCATION

Ph.D. - HCI Design and Data Visual Analytics - Apr/2015~Mar/2021

Vienna University of Technology (TU Wien)

MSc. - HCI Design and Data Visual Analytics - Mar/2013~May/2015

Universidade Federal do Rio Grande do Sul (UFRGS)

BSc. - Computer Science, thesis in Computer Graphics - Mar/2009~Feb/2013

Pontifícia Universidade Católica do Rio Grande do Sul (PUCRS)

ACADEMIC PUBLICATIONS LIST

I have authored 17 product-oriented public papers in different knowledge domains such as Economics, Health, Sports, Logistics, and more (see [my Google Scholar profile](#)). These papers have been cited over 280 times by other publications, highlighting the impact of my contributions to the Data Design community

LANGUAGES

English - C1 (Fluent)

German - B1 (Intermediate)

Spanish - B1 (Intermediate)

Portuguese - Native (I am originally from Brazil)