

Rachell Santana

Product Designer & Head of Product

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Profile

Profile Rachell Santana is a product designer with experience in digital products in healthcare, fintech, and neuroscience technologies. A designer since 2008 and user experience specialist since 2012, she is human-centered, developing apps with +500k users and +1500 internal company product users. Her product skills were responsible for [increasing the rate from 4.0 to 5.0 stars](#) at Beep Saúde app. She believes finding the right problem to solve is the key to improving companies and digital products.

In addition to product design work, she leads the tech team, facilitating dynamic meetings such as dailies, retrospectives, product discoveries, replenishments, and backlog updates.

Current role Currently, she is leading a product team with Product Managers, Product Designers, Developers and working directly with founders and heads of areas to help them to find the product-market fit for their digital products.

Media links:

Podcast [O que líderes esperam de um perfil júnior?](#)

Video [Beep Tech | Não tenho tempo pra fazer Product Discovery! E agora?](#)

Newspaper interview [De 0 a 5: como aconteceu a revolução do nosso aplicativo](#)

Newspaper article [Beep quer ser 'a clínica de tudo' — e já vale R\\$ 670 milhões](#)

Education Specialty Degree in Ergodesign of interfaces: Usability and Information Architecture in 2013 by PUC-RJ; Bachelor's Degree in Industrial Design in June 2008 with a degree in Visual Programming by UNESA.

Professional Experience

Beep Saúde **Head of Product**

Product Coordinator Coordinating the Product area, guiding product strategy, and managing the team. Development in the company's app, web applications, website, and administration areas. Creating flows and new features studies, wireframing, prototyping, web development, analyzing heatmaps, and user research. This is in addition to facilitating discovery workshops, and lectures on design culture for the company audience, and drawing end-to-end customer experience.

Feb 2017 - Current

Forebrain **UX Designer**

UX Designer Designed the company's main platform, BRAIN (advertising performance analysis system), from wireframes and navigation planning to the creation of interfaces and HTML / CSS implementation. Additionally created and developed sites, responsive hot sites, graphic materials, editorials, and planning and executing formal usability tests.

Sep 2014 - May 2016

EloGroup/ Grupo Innvent

Designer

Designer Created interfaces to websites, hot sites, web systems, and applications, applying usability and user experience techniques and managed the design team. Also produced graphic materials.

May 2011 - Jul 2014

Hostgator **Web Designer**

Web Designer Developed both internal and external projects. Providing HTML and CSS support.

Oct 2009 - Dec 2010

Extras

Last extracurricular activities

Mentor • Mãellennials

Feb 2022 - Current

Creating Digital Products with Empathy Workshop • World Usability Day

Oct 2017

Team Building & Conflict Management Workshop • World Usability Day

Oct 2018

Design Sprint Workshop • Mergo

Feb 2019

Design Leadership Course • Mergo

Apr 2021

Conferences

Speaker • The Developer's Conference - TDC Innovation 2021 Track Product Management

Talk: "I don't have time to do product discovery"

March 2021