



Rodrigo A. Cipullo

Senior / Lead Product Designer | Complex Systems, Data
Visualization & Spatial Solutions (GIS/BI)

Senior Product Designer and Design Leader with over 15 years of experience architecting user-centric digital products, complex data dashboards, and enterprise-grade software. Uniquely positioned at the intersection of UX/UI Design, Spatial Intelligence (GIS), and Business Intelligence, leveraging a Master's degree in Applied Geosciences and extensive software engineering exposure. Proven track record of driving end-to-end product strategy, information architecture, and scalable Design Systems for US-based enterprise clients and government platforms. Fluent in English and Portuguese, specializing in translating massive, multifaceted datasets into clear, intuitive, and actionable user interfaces.

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EDUCATION & ACADEMIC BACKGROUND

- Bachelor of Science in Geology
University of Brasília, AP Jul 2002 – Jan 2008
- Master's Degree in Applied Geosciences (GIS / Spatial Databases / Geoprocessing)
University of Brasília, AP Jul 2009 – Jul 2011

Core Competencies

- Product Design & UX/UI: End-to-End Product Design, User Research, Information Architecture, Wireframing, Low & High-Fidelity Prototyping, Interactive Design, Design Systems, Usability Testing.
- Spatial & Data Intelligence: Geospatial Data Visualization, GIS Mapping (ArcGIS Server, GeoServer, MapServer), Spatial Database Modeling, Business Intelligence (OBIEE, Pentaho, MicroStrategy, metabase).
- Technical Integration: Systems Architecture Understanding, Relational Databases, Data Modeling, Frontend Prototyping.
- Design Leadership: Art Direction, Cross-Functional Team Leadership, Product Strategy, Agile Alignment.

Professional Experience

	Hexalytics Inc. Texas, USA - (May 2021 – Present)	Design Director
Apr, 2026	Role: Design Director, Senior Designer UI/UX & GIS Specialist - Lead the global UI/UX strategy and design direction for complex analytics and geospatial software products, serving enterprise clients across North America. - Architect intuitive data visualization interfaces and dashboards that synthesize high-volume spatial and business intelligence metrics into actionable workflows. - Establish and maintain unified Design Systems, ensuring visual consistency, rapid prototyping, and seamless handoff to engineering teams. - Collaborate directly with product managers, data engineers, and stakeholders to translate complex technical constraints into seamless user experiences.	
	VibrantAI Inc. California, USA - (Nov 2021 – March, 2023)	Senior UI/UX Designer
March, 2023	Role: Design Director, Senior Designer UI/UX & GIS Specialist Job Duties / Responsibilities: 1. Low, Medium and High fidelity prototyping 2. Interaction Design 3. GIS Specialist 4. Branding 5. Design System	
	Innive Inc. Florida / California, USA - (May 2016 – Nov, 2021)	Senior UI/UX Designer
May, 2016	Role: Design Director, Senior Designer UI/UX & GIS Specialist Job Duties / Responsibilities: 1. Low, Medium and High fidelity prototyping 2. Interaction Design 3. GIS Specialist 4. Branding 5. Design System 6. Create, Store and Publish Spatial Data (Geoserver, Arcgis Server, Mapserver) 7. Design of BI + GIS Solutions	
	TJDFT – Court of Justice of Federal District and Territories Brasilia - BR - (Jun 2012 – Present)	Security & Intellience Officer
June, 2012	Role: Design Director, Senior Designer UI/UX & GIS Specialist Job Duties / Responsibilities: 1. Police Department Systems Development 2. Products design 3. UI/UX for internal Solutions 4. Cyber Security 5. OSINT	
	CDS / Maxtera Brasilia - BR - (Jan 2010 - Nov 2016)	GIS Analyst & UI Designer
Jan, 2010	Role: Design Director, Senior Designer UI/UX & GIS Specialist Job Duties / Responsibilities: 1. Low, Medium and High fidelity prototyping 2. Create, Store and Publish Spatial Data (Geoserver, Arcgis Server, Mapserver) 3. Design of BI + GIS Solutions 4. Branding 5. Design System 6. Requirement Analysis	
	Geoanalises Sondagens e Monitoramento Brasilia - BR - (Jun 2008 - Jan 2010)	GIS Analyst & Webdesigner
June, 2008	Role: Geologist, GIS Specialist & Webdesigner Job Duties / Responsibilities: 1. Branding 2. Graphic design 3. Website development 4. Digital business Cards and Protfolios 5. Geological and geotechnical Maps	
	3Friends Comunicação Brasilia - BR - (Aug 2004 - Jan 2009)	Founder
Aug, 2004	Role: CEO, Webdesigner and Webmaster Job Duties / Responsibilities: 1. Software Architect 2. Product Design 3. Website development 4. Digital and Graphic Design 5. Logos and Brands	