

MARIO CARDOSO

UX & PRODUCT DESIGN LEADER

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LEADERSHIP PROFILE

UX and product design leader with 15+ years in digital product design and 8+ years leading teams across telecom, B2B software and consumer credit. Built and led teams of up to 12 designers, established research and design operating practices, and directed complex self-serve portfolios serving millions of customers. Known for turning fragmented product ecosystems into coherent customer journeys and translating customer evidence into decisions that align product, engineering and executive stakeholders.

CORE EXPERTISE

Design Leadership | People Management | UX & Product Strategy | Portfolio Planning | Generative Research | Journey Strategy | Design Operations | Design Systems | AI-Enabled Product Design | Generative AI Prototyping | B2B SaaS | Self-Serve Platforms | Executive Alignment

PROFESSIONAL EXPERIENCE

World Wide Technology (WWT) | UX Strategy & Product Design Lead - Contract

Toronto, ON | October 2025-Present

- Serve as the primary UX lead for SAM+ Hub following WWT's acquisition of Softchoice, evolving it toward an enterprise-scale platform for WWT's broader client portfolio.
- Embedded generative AI into the UX workflow using Claude, Claude Code and Claude Design to synthesize research and meeting insights, explore product concepts and build fully interactive prototypes for stakeholder alignment and validation.
- Translated the Softchoice and WWT design systems into reusable Claude-based resources for company-wide use, enabling teams to create concepts and prototypes aligned with established components, patterns and design standards.

Softchoice | UX Strategy & Product Design Lead - Contract

Toronto, ON | October 2023-September 2025

- Founded and operationalized Softchoice's first formal UX practice, establishing modular architecture, reusable components, prototype-led stakeholder alignment and ongoing design-quality reviews; prepared the SAM+ Hub prototype and Board launch walkthrough.
- Created SAM+ Hub from the ground up, translating a broad programme mandate into a B2B software asset-management product and aligning Product, Engineering, Sales and data leadership around a shared model.
- Led the redesign of Softchoice's authenticated self-serve portal as a complementary product pillar, introducing a responsive framework, accessible patterns and clearer account and commerce journeys; simplified contact creation with two or three access questions followed by a five-field form.

TransUnion | Senior Manager, UX and Strategy

Toronto, ON | August 2022-September 2023

- Built a distributed UX team from one US designer to three designers and a researcher across the United States, Canada, Hong Kong and Colombia; hired regional designers, converted a Colombian intern to full time, directly managed the global designer and researcher, and shared regional oversight with local leadership.
- Led a US designer and Canadian researcher in defining the product strategy for TransUnion's South African consumer credit portal, connecting local market needs with the global platform direction.
- Used generative research to narrow five potential South African audience segments to three priorities and translate their needs into product language, information hierarchy and recommendation patterns.
- Directed the redesign of TransUnion India's mobile app through a local agency, reviewing and approving wireframes and visual design to maintain quality and alignment with global UX standards.
- Established a modular experience architecture, design-system direction and delivery roadmap that gave regional teams a scalable foundation for continued product development.

Rogers Communications | Progressive Product Design Leadership

Toronto, ON | June 2013–August 2022

Senior Manager, Product Design | March 2020–August 2022

Manager, UX / Design | June 2017–March 2020

Senior Designer | June 2013–June 2017

- Built and led a team of 12 senior, intermediate and contract designers across Rogers and Fido self-serve experiences, covering a portfolio used by more than 11 million customers.
- Created a portfolio operating model for intake, prioritization, delegated stream ownership and cross-journey design review across billing, payments, mobile usage, account overview, identity, care and sales tools.
- Moved research upstream from late-stage validation to problem definition, securing stakeholder support for generative studies and using customer mental models to guide portfolio and product direction.
- Directed five designers and UX Research on a cross-channel mobile usage redesign; participants rated the resulting three-state experience 8/10 for ease of use in pre-launch prototype testing.
- Orchestrated five designers across four separately owned billing and payment touchpoints, aligning notifications, account overview, digital bill and payment around one comparison-and-explanation journey.
- In prototype testing, participants gave the redesigned digital bill an average ease-of-use rating of 4.6/5; the connected billing programme reached a 99% self-serve payment rate, and Rogers later reported 23% fewer payment-related calls year over year as automation and auto-pay adoption expanded.
- Hired, coached and developed designers through regular feedback, skill assessment and performance management, while representing UX in planning with Product, Research, Engineering, directors and vice-presidents.
- Contributed to an internal business case projecting \$20–30 million in annual cost avoidance from reducing billing- and account-related service contacts.

EARLIER DESIGN EXPERIENCE

Various Companies | Freelance Senior Designer | June 2012–June 2013 - Designed digital products and campaigns for insurance, automotive, e-commerce and healthcare clients through Lollipop, SapientNitro, Kobo and INVIVO.

Critical Mass | Senior Designer | March 2011–May 2012 - Contributed to Citibank's online-banking redesign, improving transactional flows and creating a digital style guide used across design and development teams.

Henderson Bas | Senior Designer | July 2010–February 2011 - Designed digital campaigns and assets for Nintendo, Kraft, Nestlé, Coca-Cola and Ally.

EDUCATION, CERTIFICATION & RECOGNITION

Universidade Anhembi Morumbi | BA, Digital Design | 1998–2001 - São Paulo, Brazil.

Project Management for Designers | LinkedIn Learning | 2023 - Professional certification.

Selected Rogers Recognition | 2015–2016 - Two Business Impact Awards and first place in the Q3 2016 Director's Challenge.

Thought Leadership | 2024–2025 - Author of "Observations on Obviousness," an article on communicating user truths and design leadership; invited panelist for an "Ask a Designer" live AMA covering UX research, self-serve journeys, prototyping and design systems.