

## Contact

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[dribbble.com/rafaguimaraes](https://dribbble.com/rafaguimaraes) (Portfolio)

## Top Skills

User Research  
Product Discovery  
Process Design

## Languages

Português (Native or Bilingual)  
Espanhol (Native or Bilingual)  
Inglês (Full Professional)

## Certifications

UX STRATEGY: DIVERGINDO E AFUNILANDO IDEIAS

UX RESEARCH: COMECE A ENTENDER O SEU USUÁRIO

UX: DO BRIEFING AO PROTÓTIPO

# Rafael Guimarães Oliveira

Senior Product Designer | Focused User-centered Design and UI Design

São Paulo, São Paulo, Brazil

## Summary

I am a Product Designer who specializes in effective planning, usability, UX, and UI design. I work across various sales markets, aiming to deliver the most valuable solutions to both the company and the customer.

### ★ ABOUT ME

- 12 years as a Designer
- 4 years as Product Designer
- Figma Specialist
- Focused on planning, organization, UI, and mobile design
- I speak 3 languages: Portuguese, English and Spanish
- 6 years working for international companies

I have 12 years of experience as a multidisciplinary Designer (UX/UI). From 2012 to 2017, I balanced freelancing on websites and e-commerce with internal roles in companies focused on revamping user experiences. In 2019, I joined a prominent international company where I recognized the broader impact of design beyond just profit generation. It became evident that design is a powerful means to address and enhance various challenges, spanning company products, team culture, processes, and strategic planning.

### ★ PORTFOLIO

Medium - <https://medium.com/@relieved-space-ferret-293>

Dribbble - <https://dribbble.com/rafaguimaraes>

Some projects - <https://acrobat.adobe.com/link/review?uri=urn:aaid:scds:US:4d5ff781-1261-338b-bc02-066edc396ae7>

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## Experience

Rappi

Senior Product Designer

September 2022 - Present (1 year 5 months)

## Latin america

I work at Rappi, an international company driving B2B innovation through two critical squads: Self-onboarding and RappiAliados.

In Self-onboarding, I optimize restaurant onboarding, achieving a 30% project development milestone. In RappiAliados, I enhance restaurant prep and delivery by streamlining processes and reducing costs.

I'm also spearheading a Design Library initiative, ensuring design consistency and efficiency until our new system is ready. This fosters collaboration and maintains quality despite the absence of a complete design system.

My commitment lies in improving user experience, efficient collaboration, and design excellence, aligning with Rappi's vision for impactful B2B solutions.

## CVC CORP

4 years 5 months

### Product Designer

December 2020 - September 2022 (1 year 10 months)

**Innovator of Points Program:** As part of an exciting initiative, I led the launch of a pioneering points program. This program empowered users to unlock exclusive benefits, leveraging company cards for points and travel discounts. I orchestrated the successful execution of this concept, providing users with valuable rewards.

**Design System Visionary:** I guided the transformation of an outdated design system into a streamlined and comprehensive structure. Through meticulous refinement, I clarified component usage, established detailed guidelines, and facilitated seamless hand-offs for developers. Navigating our newly organized design library became a breeze for the entire team.

**Mobile App Enhancement Specialist:** In the realm of mobile apps, I undertook the challenge of elevating two platforms. My efforts transformed mobile formats, transitioning from webviews to native app experiences. The result? Improved metrics, decreased negative feedback, and a heightened user-centric approach that fulfilled user needs effectively.

### Web Designer (Marketing Submarino Viagens e CVC)

February 2020 - December 2020 (11 months)

Santo André, São Paulo

My role in marketing was pivotal in reviving two brands. I boosted sales, reduced user losses, and established a consistent brand identity. By unifying previously fragmented websites and platforms, I removed the confusion and improved user experience, instilling confidence and trust.

#### Web Designer

May 2018 - February 2020 (1 year 10 months)

I transformed communication processes and tools within my team, moving beyond traditional emails. By incorporating user feedback and refining communication strategies, I elevated our collaboration to new heights, ensuring seamless information flow and enhanced team cohesion.

#### Home Collection

Designer digital

February 2015 - May 2018 (3 years 4 months)

As a Digital Designer at this company, I led a comprehensive overhaul, creating two distinct e-commerce platforms – one luxurious and the other accessible – while optimizing efficiency with a shared WordPress foundation. I revamped our photography process, establishing a dedicated studio for high-quality, engaging images. This transitioned into a user-centric design process, harmonizing stock and made-to-order products. By integrating our website with various online platforms, I ensured real-time stock updates and streamlined operations. Throughout, design principles were meticulously applied, transforming our digital presence and redefining the user experience.

#### Agência Digi

Web Designer/Front End

October 2014 - November 2014 (2 months)

#### Agência Icon

Web Designer

August 2014 - November 2014 (4 months)

#### SKY Brasil

Designer

September 2012 - September 2014 (2 years 1 month)

#### Peras Ideias Soluções e-commerce

Web Designer

May 2012 - June 2012 (2 months)

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## Education

Centro Universitário Belas Artes de São Paulo

Pós Graduação, Design Digital e Novas Mídias · (2017 - 2019)

Universidade Anhembi Morumbi

Digital Designer, Design and Applied Arts · (2011 - 2014)

Escola SAGA

Certificação Adobe Creative Suite e Autodesk, Design and Visual Communications, General · (2012 - 2014)

Colégio Módulo

Técnico em Informática, Informatics · (2008 - 2010)

UX Unicórnio

Curso, UX/ UI Design · (2020 - 2020)