

Contact

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Top Skills

Oratória
Oratória persuasiva
Comunicação empresarial

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

Rafael Guimarães Oliveira

Senior Product Designer | Focused User-centered Design and UI Design | Mentor at ADPList
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
- 6 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

Portfolio Website - <https://rafaelgdesign.com>
Medium - <https://medium.com/@relieved-space-ferret-293>
Dribbble - <https://dribbble.com/rafaguimaraes>
ADPList profile - <https://adplist.org/mentors/rafael-guimaraes-oliveira>

★ MENTORING

ADPList Mentorship session - <https://adplist.org/mentors/rafael-guimaraes-oliveira?session=29313-mentorship-session>

Experience

Rappi

Senior Product Designer

September 2022 - Present (2 years 4 months)

Latin america

At Rappi, I drive B2B innovation across 9 countries, focusing on Self-onboarding and RappiAliados. I streamline restaurant onboarding processes, managing Backoffice and onboarding for new partners, while achieving key milestones in project development. Previously, I optimized order management tools and merchant onboarding on the administrative portal for RappiAliados.

I work across desktop, mobile responsive, mobile apps, tablet apps, web apps, and web responsive platforms. Currently, I lead a Design Library initiative to ensure consistency and efficiency as we prepare to launch a new design system.

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.

Product Designer (Marketing Submarino Viagens e CVC)

February 2020 - December 2020 (11 months)

Santo André, São Paulo

I revitalized two brands by enhancing user experience and strengthening their digital presence. I unified fragmented websites and platforms, creating a seamless, cohesive experience that reduced user drop-offs and boosted engagement. This redesign not only improved usability but also established a consistent and trustworthy brand identity, driving both customer retention and sales.

Web Designer

May 2018 - February 2020 (1 year 10 months)

I revolutionized our team's communication by shifting from outdated email chains to dynamic, real-time collaboration tools. Through careful analysis of user feedback and strategic implementation of new platforms, I fostered a culture of transparent and fluid communication. This not only improved collaboration but also accelerated decision-making, increased alignment across teams, and elevated our ability to deliver high-quality design solutions faster and with greater precision.

Home Collection

Web Designer

February 2015 - May 2018 (3 years 4 months)

I spearheaded the development of two distinct e-commerce platforms—one for luxury and the other for accessible markets—while optimizing efficiency through a shared WordPress foundation. I revamped our visual strategy by establishing a dedicated photography studio, ensuring that every image resonated with high-quality engagement and brand identity.

I took a user-centric approach, conducting usability testing and data-driven iterations that harmonized the shopping experience for both stock and made-to-order products. By seamlessly integrating our website with external platforms, I enabled real-time stock updates and automated inventory management, driving operational efficiency. My design process extended beyond aesthetics, focusing on elevating the user journey, optimizing product discovery, and creating a frictionless checkout experience that directly impacted conversion rates and customer retention.

Throughout, I remained committed to aligning business objectives with user needs, transforming our digital presence and redefining how customers engage with our brand.

Agência Digi
Web Designer/Front End
October 2014 - November 2014 (2 months)

Agência Icon
Web Designer
August 2014 - November 2014 (4 months)

SKY Brasil
Web Designer
September 2012 - September 2014 (2 years 1 month)

Peras Ideias Soluções e-commerce
Web Designer
May 2012 - June 2012 (2 months)

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)