

Raphael Gonçalves

UX/UI & Product Designer

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Education

PUC-Rio

Bachelor of Digital Design

2014 - 2018

Certificates

UX Design

Awari - 2019

Figma Course

Curso de Figma - 2023

Data and experience visualization

CCE / PUC-Rio - 2022

UX Metrics Conf

Mergo User Experience - 2022

Behavioral Design

Aprender Design - 2021

UX Research

Product Arena - 2020

Product Metrics

Product Arena - 2020

UX and Business Metrics for Startups
and Digital Products.

Udemy - 2020

HTML 5 & CSS3

Alura - 2018

Idioms

🇵🇹 Portuguese (Native)

🇬🇧 English (Advanced)

Product & UX/UI Designer with e-commerce, fintech, payments expertise. Delivers design solutions since 2018, focusing on mobile and web desktop SaaS. Adept in visual design, user research, user flow, design systems, and prototyping.

Professional Experience

Product Designer

Vindi, SP - Jun 2021 / Oct 2022

Acting on Vindi's recurrent financial services software. Responsible for:

- Create autonomous sign-up flows;
- Improve platform onboarding experience;
- Enhance the conversion of new customers through the product;
- Carry out quantitative and qualitative research and behavior analysis of users (Hotjar, Google Analytics);
- Create new flows, interface improvements, and low to high fidelity prototypes;
- Create specified and prioritized tasks for development;
- Create demands aligned to OKR in each quarter;
- Monitor performance of new features and changes through metrics.

Skills: Usability Testing · UX Research · Prototyping · User-centered Design · Wireframing · Figma (Software)

Product Designer

Act Digital, RJ - Aug 2020 / Jun 2021

Assigned to the client Supergasbras, working on the company's B2B app. Responsible for research and usability testing processes, alignment with business and development, creation of flows and application interface, specification of demands for development, monitoring and performance analysis of features developed.

Skills: Usability Testing · UX Research · Prototyping · User-centered Design · Wireframing · Figma (Software)

UX/UI Designer

Peixe Urbano / Groupon, RJ - Aug 2019 / Jun 2020

I have worked on products for Peixe Urbano Brazil and Groupon LATAM, where I was involved in research processes, ideation, flow and interface creation, prototyping, usability testing, UI specification for development, and alignment with the design and product management teams. I was also involved in creating and improving e-commerce, digital wallet, and market delivery products. I have worked with a diverse and international team, serving customers in Brazil, Chile, Argentina, Mexico, Colombia, and Peru.

Skills: Usability Testing · UX Research · Prototyping · User-centered Design · Wireframing · Figma (Software) · Sketch (Software)

Graphic Designer

City Hall of Rio de Janeiro, RJ - Oct 2018 / Aug 2019

Created graphic and digital pieces for events, advertising, and social media, produced content for the city hall's Facebook and Instagram accounts.

Skills: UX Research · Figma (Software)

Graphic Design Intern

EducationUSA, RJ - Mar 2016 / Jun 2016

Created graphic and digital pieces for events and advertising.