

Rafael Dranoff

Product Designer

Porto Alegre, Brazil hello@rafaeldranoff.com rafaeldranoff.com/selected-work linkedin.com/in/rafaeldranoff

Product designer with 6+ years of experience in digital products, design systems and websites. I care about the strategy behind design: how products communicate, how people perceive value, and how behavior and trends shape what we build. Experienced in taking projects from concept in Figma to launch in Webflow. Fluent English (C2).

EXPERIENCE

- Rafael Dranoff Studio** — *Founder & Designer*

2026 – Present

 - Design and build websites for brands, from Figma to Webflow.
 - Run projects end-to-end: client communication, scope, design and launch.
- Dell Technologies** — *Product Designer (Internship)*

Jul 2024 – Jun 2026

 - Joined through the Dell Product Design Academy cohort, pitching a core project to the company before moving into a product team.
 - Designed enterprise products end-to-end, from research and user journeys to high-fidelity prototypes, with cross-functional teams.
 - Maintained and scaled the design system across enterprise product ecosystems.
- Federal University of Rio Grande do Sul (UFRGS)** — *Visual Design Assistant*

Jun 2023 – Sep 2024

 - Led the redesign of the official institutional website, rebuilding sitemap, navigation and information architecture from scratch.
 - Designed presentations, editorial PDFs and digital assets following the university's communication standards.
- Digital Business**

May 2021 – Mar 2022

UI/UX Designer

Oct 2021 – Mar 2022

 - Designed digital interfaces and built component libraries and design systems for the development team.

Motion Designer (Internship)

May 2021 – Oct 2021

 - Produced 2D animation, motion graphics and video edits for digital marketing campaigns.
- OmniCar** — *UI/UX Designer (Freelance)*

Mar 2020 – Dec 2020

 - Led the redesign of the corporate website in Webflow.
 - Built responsive HTML/CSS newsletters and created social media and motion content.

EDUCATION

- Federal University of Rio Grande do Sul (UFRGS)**

Expected 2028

Bachelor's Degree in Visual Design
- Academy of Information Technology** — Sydney, Australia

Jul 2019 – Dec 2020

Digital Design

SKILLS

Design	Product Design, UX/UI, Design Systems, Web Design, Brand Identity & Guidelines, Motion Design
Tools	Figma, Webflow, WordPress, HTML/CSS, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, After Effects)
Languages	Portuguese (Native), English (C2, EF SET)
Certifications	Dell Product Design Academy