

# Rafael Sales

Product Designer and Front-End Developer | 27 years old

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Jardim Social, Curitiba - PR - Brazil



## Skills

### Tools:

Adobe Photoshop, Adobe Illustrator,  
Adobe InDesign, Adobe Premiere,  
Adobe After Effects, Figma, Marvel  
Prototype, HTML 5, CSS 3, Vue.js ,  
Nuxt.js, Ruby on Rails and Node.js

### Design:

Research & Testing, Competitor  
Analysis, Design System, UI Kit,  
Styleguide, Wireframes, Motion &  
Animation

## About

I'm Rafael Sales but you can call me 'Sales', a 28-year-old product designer and front-end developer who is very fond of co-creating solutions to complex day-to-day problems, uniting technology and design that are my two passions.

I started my career in the graphic sector, when I was in the last year of high school and fell in love with the possibilities within the design area, right after that I entered the university in the graphic design course, today completing 12 years that I started in the world of design and within the 12 years I have been 8 years working directly in the technology area.

## Experience

### Abler Digital Recruitment

Product Designer

Aug 2018 - Present | Localização: Curitiba, PR, Brazil

I joined startup Abler in its early years, helping with their design improvements and front-end integrations that were maintained with Ruby on Rails. I've been working closely with the project's Founders co-creating the solutions and product enhancements. Within Abler I also had the opportunity to start the first integrations with the Vue.js reactive framework together with Rails Webpacker, transforming the queries of external jobs reactive.

### Sales Creations

Product Designer and Developer

Jan 2017 - Present | Localização: Curitiba, PR, Brazil

I created Sales Creations in 2016 with a focus on helping companies with design projects, but in the last few years I have changed my position only from design to working with design and technology helping in co-creation with companies in search of solutions.

### DevSolutions Software

UI Designer and Front-End Developer

May 2017 - Apr 2018 | Localização: Curitiba, PR, Brazil

At DevSolutions I had the opportunity to work as a main designer, developing interfaces for software and mobile applications, where I started to use Sketch App software more often to build interfaces. I also had my first contacts with IONIC 3 with Angular 2 for mobile development on Hybrid devices (IOS and Android) consuming Ruby on Rails API.

### WV Communication and Marketing

Web Designer

Jul 2015 - Feb 2016 | Localização: Curitiba, PR, Brazil

During the time I was part of the WV team, I was working on the front-end design and development front.

## **1st Independent Baptist Church of Curitiba**

Web Designer

Jan 2015 - Jun 2015 | Localização: Curitiba, PR, Brazil

Within church I was able to use more of my knowledge of animation and video editing in Adobe Premiere and Adobe After Effects tools and production of graphic materials for use in the local community.

## **Cenize Software**

Web Designer

Jun 2013 - Nov 2014 | Localização: Curitiba, PR, Brazil

The period I was on the Cenize team marked me professionally, as I started on the team as the only team designer right after the company was acquired by Grupo Sage. I believe it was really a very important milestone because it was where I started my career in the technology area working directly with the team of programmers where I learned a lot about Front-End and Back-end development since my knowledge was very basic coming from the Graphic Design graduation

## **IDnext**

Graphic Design Intern | Finishing Assistant

Sep 2012 - Apr 2013 | Localização: Curitiba, PR, Brazil

Within the IDNEXT team I had my first contact with the advertising sector with art directors and finalists as it was a company integrated to CCZ\*WOW. As part of the team I had the privilege to improve my knowledge in Adobe Photoshop tool and product image editing (still photography).

## **TECPAR**

Communication Advisor Intern

Nov 2011 - Sep 2012 | Localização: Curitiba, PR, Brazil

My first Graphic Design internship was at TECPAR, it was a major turning point where I ended up working again with Design after having worked in other sectors. I've been working with the internal marketing team, making several promotional materials internally.

## **M2Sys Technology and Service S/A**

Young Apprentice

Oct 2011 - Nov 2012 | Localização: Curitiba, PR, Brazil

I joined M2Sys as a Young Apprentice within the IT sector, where I had the opportunity to use my knowledge acquired in the Hardware course and then migrate from the sector, being able to work in the HR area as well.

## **Serzgraf Graphic Publishing Industry Ltda.**

Young Apprentice

Jan 2011 - Jul 2012 | Localização: Curitiba, PR, Brazil

At Serzgraf it was where I started my professional career and I was able to have my first contact with graphic design in a professional way, which occurred during the technical course in Graphic Editing promoted by SENAI PR.

## **Education**

### **Graduate degree in User-Centered Design**

Duration: 2020 até 2022

UNIVERSITY POSITIVO

### **Graduated in Graphic Design**

Duration: 2011 até 2013

UNICURITIBA - CURITIBA UNIVERSITY CENTER

### **Technical education in Graphic Publishing and Digital Design**

Duration: 2009 até 2010

SENAI PR

### **Technical education in Hardware**

Duration: 2008 até 2009

MICROCAMP

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## **Licenses & certifications**

### **Design System & Ops**

Jul 2021

Meiuca

### **UX for Digital Products**

Feb 2019

Aldeia.cc

### **Microcopy: the influence of microscopy on user experience**

Oct 2018

Alura