

Rodolfo Hans dos Santos da Silva

rodolfohans@gmail.com

[linkedin.com/in/rodolfohans](https://www.linkedin.com/in/rodolfohans)

rodolfohans.com

+55 21 98261-8770

São Paulo – SP, Brazil

I'm a Product Designer and UX/UI Designer with over 3 years of experience in digital products and 9+ additional years as a Graphic Designer. I specialize in crafting user experiences that align business goals with user needs while balancing technical feasibility. My work spans UX/UI Design, UX Research, Design Systems, Design Documentation, Game Design, Concept Art, and Environment Design.

Experiência

Teleperformance, Bilingual Content Moderator Expert – 11/2024 – Present

- Manage content across multiple social platforms for a major global tech company;
- Review and flag user content to ensure compliance with platform guidelines and regulatory standards;
- Provide feedback to the quality team on emerging trends and potential policy gaps.

Accenture, Product Designer – 10/2019 – 03/2023

- Assigned to clients: Banco PAN, BRK Ambiental, Nutrien Ag Latam, Vale, and Oi;
- **UX/UI Design:** Created user flows, wireframes, low- and high-fidelity prototypes, responsive interfaces, handoff files, and design documentation;
- **UX Research:** Led discovery activities, benchmarks, user journeys, interviews, usability testing, quantitative and qualitative analysis, and insights reporting;
- **Product Design:** Supported POs and Product Managers by helping define roadmaps, design deliverables, product requirements, planning facilitation, dev team collaboration, and stakeholder presentations;
- **DesignOps:** Collaborated on building components for Design Systems, created visual concepts for new versions, and maintained Style Sheets. Designed accessible and responsive elements.

Nexaas, Graphic Designer – 10/2016 – 09/2019

- Designed marketing and institutional content for hotspots, landing pages, emails, and social media;
- Unified product websites to align buying experience(CX) with company positioning to offer a complete corporate apps ecosystem;
- Led rebranding of parent brand and product lines to create a cohesive visual identity;
- Created the visual identity for the mobile point-of-sale app PDVend Pay;

- Collaborated with the Product team on the first version of the Design System, including visual concepts, color palettes, iconography, and illustrations.

Education

- **B.A. in Digital Game Development** – Universidade Estácio de Sá – 2015 (Incomplete)
- **B.A. in Industrial Design** – Universidade Estácio de Sá – 2011

Additional Training

- **Concept Art** – EBAC – 2025
- **3D Modeling** – EBAC – 2025
- **Game Design** – EBAC – 2024
- **UX Design** – Awari – 2019
- **Android Development** – Instituto Infnet – 2015
- **UX - User Experience** – Polo Criativo – 2014
- **Language: English** – B2/C1

Skills

- UX Research
- Heuristic Evaluation
- Usability Testing
- Wireframes & Prototyping
- UI Design
- Design System
- Process & Deliverables Documentation
- UX/UI for Digital Games
- UX Gamification
- Game Design Document (GDD)
- Figma
- Sketch
- ProtoPie
- Lookback
- Maze
- Photoshop
- Illustrator

- InDesign
- Procreate
- Blender
- HTML
- CSS
- JavaScript

Volunteer Projects

Surf Terminal, Game Artist & UI/UX Designer – 02/2025

- Designed 3D environment elements with corresponding 2D textures;
- Created 2D background illustrations to enhance gameplay and storytelling;
- Redesigned all UI elements after a strategic pivot, ensuring visual consistency and usability.