Rodolfo Hans dos Santos da Silva

UX/UI DESIGNER - SÃO PAULO - SP

+55 21 98261-8770   rodolfohans@gmail.com   linkedin.com/in/rodolfohans   rodolfohans.com

SUMMARY

Product Designer with 3+ years of experience developing digital products, and 9 additional years as a Graphic Designer. Specialized in crafting function-oriented user flows that align user needs with business objectives, while balancing technical feasibility.

WORK EXPERIENCE

Bilingual Content Moderator   TELEPERFORMANCE - 11/2024 - PRESENT

- Worked across multiple social platforms owned by a major tech conglomerate.
- Reviewed and flagged user content to maintain adherence to platform guidelines and compliance protocols.
- Provided feedback to the quality team on emerging content trends and potential policy gaps.

Product Designer   ACCENTURE - 10/2019 - 03/2023

- Worked with multiple clients across various industries, primarily at Banco PAN, BRK Ambiental, and Nutrien Ag Latam.
- Designed user flows, wireframes, and high-fidelity prototypes, ensuring consistency with respective Design Systems.
- Conducted interviews and usability testing with end users, integrating their feedback into effective product UX improvements.
- Collaborated with cross-functional teams (developers, researchers, and stakeholders) to align business objectives with user needs.
- Responsible for visual and interaction design of mobile and web products.

Graphic Designer   NEXAAS - 10/2016 - 09/2019

- Redesigned parent and sub-product brands, unifying their visual identity to align with the products.
- Unified its websites, creating a seamless better Customer Experience (CX) flow for potential customers.
- Created the visual identity for the mobile POS app, PDVend Pay.
- Collaborated with Product Designers on the first version of the Design System.
- Designed multiple online and offline campaigns.

PROJECTS

Game Artist and UI Designer

SURF TERMINAL - 02/2025

- Designed 3D environment assets and corresponding 2D textures.
- Created 2D background illustrations to enhance gameplay experience and support visual storytelling.
- Redesigned the entire user interface following a strategic shift during mid-development, improving visual consistency and usability.

Game Artist and UI Designer

TO BE ANNOUNCED - EXPECTED 07/2025

EDUCATION AND CERTIFICATIONS

- **Bachelor's Degree in Industrial Design** UNIVERSIDADE ESTÁCIO DE SÁ CAMPUS PRAÇA XI - 2011
- **Concept Art and 3D Modeling** EBAC - EXPECTED 2025
- **Game Design** EBAC - 2024
- **UX Design** AWARI - 2019

LANGUAGES

- **Portuguese** - Native
- **English** - Advanced in reading, listening and writing, intermediate in speaking. 115/125 at Duolingo English Test.

SKILLS AND TOOLS

- User-Centered Design (UCD)
- User Research
- Heuristic Evaluation
- Usability Testing
- Wireframing & Prototyping
- UI Design
- Design Systems Development
- Process & Handoff Documentation
- UX/UI for Games
- UX Gamification
- Game Design Document (GDD)
- Figma
- Sketch
- ProtoPie
- Lookback
- Maze
- Photoshop
- Illustrator
- InDesign
- Procreate
- Blender
- HTML, CSS and JavaScrip