

# Rodolfo Hans dos Santos da Silva

UX/UI DESIGNER - SÃO PAULO - SP

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## 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

- |   |                                   |
|---|-----------------------------------|
| • <b>Bachelor's Degree in Industrial Design</b> | UNIVERSIDADE ESTÁCIO DE SÁ - 2011 |
| • <b>Concept Art and 3D Modeling</b>            | EBAC - EXPECTED 2025              |
| • <b>Game Design</b>                            | EBAC - 2024                       |
| • <b>UX Design</b>                              | 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)      | • Figma                          |
| • User Research                   | • Sketch                         |
| • Heuristic Evaluation            | • ProtoPie                       |
| • Usability Testing               | • Lookback                       |
| • Wireframing & Prototyping       | • Maze                           |
| • UI Design                       | • Photoshop                      |
| • Design Systems Development      | • Illustrator                    |
| • Process & Handoff Documentation | • InDesign                       |
| • UX/UI for Games                 | • Procreate                      |
| • UX Gamification                 | • Blender                        |
| • Game Design Document (GDD)      | • Basic HTML, CSS and JavaScript |