

Rodolfo Hans dos Santos da Silva

📍 São Paulo, SP

UX/UI DESIGNER

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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 aesthetic and functional pixel-perfect interfaces that combine user needs with business objectives.

EXPERIENCE

Product Designer

Accenture São Paulo 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 iterative design 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 Rio de Janeiro - São Paulo 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.

Graphic Designer

Wink Mídia Rio de Janeiro 03/2016 - 10/2016

- Worked with multiple clients, primarily in the real estate, healthcare, and gastronomy industries.
- Created visual identities for new brands and campaigns.
- Designed online ads, email-marketing, and social media campaigns.
- Designed offline media for both small and large formats.

EDUCATION

Bachelor's degree in Industrial Design

Universidade Estácio de Sá

Rio de Janeiro 2011

CERTIFICATIONS

Game Design, Concept Art and 3D Modeling

EBAC Expected 2024

UX Design

Awari 2019

LANGUAGES

- Portuguese: Native
- English: Advanced in reading, listening and writing - Intermediate in speaking

SKILLS

- UI Design
- Wireframing & Prototyping
- User-Centered Design (UCD)
- Usability Testing
- User Research
- Design Systems Development
- Process & Handoff Documentation
- Heuristic Evaluation
- UX/UI for Games
- UX Gamification
- Game Design Document (GDD)

TOOLS

Product Design

Figma Sketch ProtoPie Lookback

Creative Design

Photoshop Illustrator InDesign
Affinity Designer Procreate Blender
Premiere Pro After Effects

Basic Front-End

HTML CSS JavaScript

VOLUNTEERING

Environment (2D/3D) and Interface Designer

Núcleo de Tecnologia do MTST

Games Branch 2024