

Rafael Sanches

Product Designer

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PROFILE

I'm Rafael, a Product Designer with over 5 years of experience specializing in solving problems through user-centered design. I hold a Bachelor's degree in Design and a Postgraduate Certificate in User Experience Design. My strengths include developing comprehensive design systems, conducting in-depth user research, and collaborating with cross-functional teams. I've worked on projects ranging from video call apps to financial platforms and CRM systems.

EXPERIENCE

Product Designer, Ikatec — 2024 — Present

- Reviewed user feedback to improve product experiences and implement necessary changes.
- Evaluated market trends to identify opportunities for new features and product enhancements.
- Collaborated with teams to build a scalable design system for consistent product experience.

UX Designer, Econet Editora — 2024

- Led discovery phases to align product goals with user needs and expectations.
- Developed and documented a scalable design system, improving usability.
- Conducted UX research to drive engagement in legislative and taxation platforms.

Product Designer, Praisce Capital — 2022 — 2024

- Created a design system for CRM, ensuring consistency across platforms.
- Led the end-to-end design process, from research and prototyping to delivery.
- Improved user satisfaction and reduced support tickets through data-driven feature development.

Product Designer, Intergalaxy SA — 2020 — 2022

- Designed strategies for apps in fast-food and coffee industries, reducing checkout times.
- Conducted user research, resulting in improved product engagement and order accuracy.
- Worked closely with developers to ensure seamless implementation of designs.

EDUCATION

Pontifícia Universidade Católica do Rio Grande do Sul (PUCRS), Porto Alegre, RS —
Postgraduate Certificate in User Experience Design, 2023

Pontifícia Universidade Católica do Paraná (PUCPR), Curitiba, PR — Bachelor in
Digital Design, 2020

SKILLS

- Design: User Research, Prototyping, Interaction Design, Design Systems, Visual Design
- Development: HTML, CSS, JavaScript, Next.js.
- Tools: Figma, FigJam, Adobe Creative Suite, Maze, Hotjar,
- Collaboration: Cross-functional Teamwork, Usability Testing
- Soft Skills: Communication, Empathy, Adaptability, Proactivity

CERTIFICATIONS

- UX Design Heuristics | 2020
- CSS Advanced Positioning | 2020
- Bootstrap 4 | 2020

LANGUAGES

- English (B2, IELTS)
- Portuguese (Native)