Rodolfo Hans dos Santos da Silva

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São Paulo, SP

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

Accenture, Product Designer

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.

Nexaas, Graphic Designer

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.

Wink Mídia, Graphic Designer

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.

Projects

- **Mobile Game Pororoca Terminal**
  Game Artist and UI Designer, Expected 2024/2025

Education

- **Bachelor's degree in Video Game Design**
  Universidade Estácio de Sá, Discontinued in 2015

- **Bachelor's degree in Industrial Design**
  Universidade Estácio de Sá, 2011

Certifications

- **Concept Art**
  EBAC, Expected 2025

- **3D Modeling**
  EBAC, Expected 2024

- **Game Design**
  EBAC, 2024

- **UX Design**
  Awari, 2019

- **Android Developer**
  Instituto Infnet, 2015

Languages

- **Portuguese:** Native

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

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

- Figma
- Sketch
- ProtoPie
- Lookback
- Photoshop
- Illustrator
- InDesign
- Affinity Designer
- Procreate
- Blender
- Basic HTML, CSS and JavaScript