

Raffael Pereira

UX/UI Designer | Product Designer
Design System Expert

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Experienced UX/UI and Product Designer with over a decade of expertise in delivering innovative digital solutions across fintech, payments, and other industries. Proficient in leading complex projects, optimizing workflows, and fostering collaboration in cross-functional environments. Proven ability to drive customer-centric digital transformation by combining technical acumen, data analysis, and design thinking methodologies. Adept at aligning work with leadership principles, including ownership, customer obsession, teamwork, and excellence.

EXPERIENCE

Stefanini Group, Product Designer. Mar 2022 – Present | Remote.

Focused on developing digital solutions and optimizing user journeys for major financial institutions, ensuring accessibility and regulatory compliance.

- **Reduced 34% of support calls** by redesigning critical service workflows, enhancing customer experience (CX) and lowering operational costs.
- **Developed and optimized customer journeys and user flows** for financial clients such as XP Investimentos, Banco BRB, and Correios, focusing on accessibility (WCAG), regulatory compliance (KYC/AML), and payment workflows.
- **Strengthened engagement rates by 76%** by optimizing customer relationship journeys and improving delivery of critical communications.
- **Implemented self-service payment workflows and agile solutions**, enhancing the Design System for intuitive and secure interactions.
- **Led the redesign of the 'Entrega do Bem' experience**, a key strategic project that optimized the consortia delivery process and significantly increased customer satisfaction.

Digital Group, Product Designer. May 2021 – Mar 2022 | Hybrid.

Led projects in digital product design, focusing on creating user flows and experiences tailored to clients and strategic partners.

- **Created and optimized digital solutions and user flows** aimed at enhancing self-service payment journeys and customer interactions.
- **Contributed to the acquisition of strategic partners** like XP Investimentos and Banco BRB by supporting the evolution of digital journeys and process efficiency.
- **Streamlined design system components**, enhancing the reusability and consistency of design elements across products.

Heads Propaganda, Art Director. Nov 2019 – May 2021 | Brasília.

Managed creative and strategic development for B2B marketing campaigns and internal actions for major financial brands.

- **Spearheaded the development of over 40 B2B campaigns** and internal marketing initiatives for Caixa Seguradora and Caixa Econômica, increasing brand visibility.
- **Designed strategic visual materials** for point-of-sale displays and digital campaigns, aligning with brand guidelines to maximize impact.
- **Boosted employee engagement** through internal marketing campaigns, fostering organizational alignment and participation.

Heads Propaganda, Web Designer. Oct 2018 – Nov 2019 | Brasília.

Created automated and personalized digital campaigns to enhance communication with clients and increase engagement rates.

- **Reduced spam rates by 94%** by restructuring HTML/CSS/Java logic and implementing deliverability best practices.
- **Automated and personalized email marketing workflows**, leading to a 12% increase in response rates and enhanced customer experience.

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EXPERIENCE

Freelancer, Visual Designer. Set 2014 - Present | Remote.

Designed visual identities and digital interfaces for startups and companies, achieving significant results in revenue and user engagement.

- Developed visual identities and impactful digital solutions for startups, leading to over BRL 8 million in first-year revenue.
 - Designed and optimized user experiences for platforms in technology, healthcare, and real estate, improving usability and customer satisfaction.
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EDUCATION

Graduation

Instituto de Educação Superior de Brasília: Bachelor's in Business Management and Innovation – In Progress

Certifications and Courses

Interaction Design Foundation: UX Management Strategy and Tactics, Mobile UX/UI Design, Design Thinking, Accessibility Design, Journey Mapping, UI Design Patterns, Visual Design, Research for UX, Emotional Design, UX Agile Methods.

Meiuca: Design System Specialist.

COMPETENCIES

Digital Transformation & Consulting: Led digital transformation projects, balancing risk-taking with strategic implementation.

Customer Obsession: Delivered customer-centric solutions, anticipating needs and driving measurable engagement improvements.

Collaboration & Alignment: Fostered teamwork across diverse teams, ensuring shared goals and mutual success.

Execution Excellence: Applied agile methodologies to execute high-impact projects with precision and consistency.

Design & Prototyping: Proficient in Figma, Sketch, Adobe XD, Photoshop, and Illustrator.

Usability Testing & Research: Expertise in UserTesting, UsabilityHub, Hotjar, and Maze for moderated and unmoderated usability testing.

Web Development: Experienced with HTML, CSS, and JavaScript for creating interactive prototypes.

Problem-Solving: Data-driven solution development for improving user journeys and optimizing workflows.

Methodologies: Deep understanding of Agile (Scrum, Kanban), Design Thinking, Lean UX, and regulatory compliance (KYC/AML).

Soft Skills: Empathy, collaboration, stakeholder management, analytical thinking, and creativity.