

Rafael Santos

[My LinkedIn](#) [My Portfolio](#) rafaelsantoscreative@gmail.com Orlando FL +1 (407) 768-2768.

SUMMARY

A UX/UI designer dedicated to crafting seamless and intuitive digital experiences, driven by a deep understanding of user needs and a passion for creating engaging consumer-centric products. In the photography and video industry, I discovered a profound passion for creativity and a steadfast dedication to advocating for the customer.

EXPERIENCE

Designer Co-Founder

Nutrifit, Sydney Australia Jul-2023 - Current

- Increased landing page sign-ups by 25% per cent after implementing a new design based on user problems and product value proposition.
- Led user research sessions to map customer pains, designing pain-relieving solutions in the Nutrifit mobile app prototype.
- I've crafted intuitive solutions that address user needs effectively, from optimizing information architecture to ensuring design consistency.

Graphic Designer

Rafael Santos Creative Design, Sydney Australia- Jan 2023 - Jun 2023

- Improved **user engagement** and client visualization by 15% after redesigning website layout and visual elements.
- Conducted comprehensive **user research** to identify pain points and areas for improvement.
- Implemented **user-centered** design principles to enhance website usability and visual appeal.
- Instituted and maintained responsive web pages, applying **HTML** and **CSS** for optimal user interaction.

Photographer

Rafael Santos Creative Design, Sydney Australia- Jan 2014 - Jun 2023

- **Understanding** clients' preferences and needs.
- Guiding, posing, and styling.
- Maintaining **open communication** channels.
- Being patient and **attentive** to clients' requests.
- **Following up** after the shoot.
- Providing excellent post-shoot **customer service**.

Video Maker | Video Editor

Desire Group, Sydney Australia - Apr 2023 - Feb 2024 (Projects)

- **Collaborating** with clients to understand their vision and requirements.
- Incorporating client feedback and revisions.
- Ensuring **consistency** in style and branding.
- Meeting **deadlines** and delivering high-quality results.
- Providing post-production support and **troubleshooting**.

Photographer | Team Leader

Fabio Laub Studio, Sao Paulo Brazil - Feb 2005 - Aug 2013

- Lead photographer

Video Maker | Graphic Designer | Video Editor

Mafia Films, Sao Paulo Brazil - Feb 2010 - Aug 2013

EDUCATION

UX Design Academy Designlab, California US - Sep 2023 - Mar 2024

Frontend Web Developer General Assembly, Sydney Australia - Apr 2016 - Sep 2017

Advance Diploma IT Kent Institute, Sydney Australia - Jan 2016 - Dec 2018

Art-Photography DRC School, Sao Paulo Brazil - Jan 2005 - Dec 2007

SKILLS

User Research - Wireframes Prototyping - Usability Testing - Problem-Solving
Adobe CC - FIGMA - HTML CSS - UI Development - Visual Design - Accessibility
Creative Vision - Attention to Detail - Adaptability - Time Management - Business Acumen
Communication - Customer service - Technical proficiency - Continuous Learning