

Rafael Santos

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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.

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.
- Enhanced brand consistency and identity across all website pages and assets.
- 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
- Providing guidance on posing and styling
- Maintaining open communication channels
- Creating a comfortable atmosphere during the shoot
- Offering previews of images
- 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
- Editing raw footage into polished, cohesive videos
- Adding visual effects, transitions, and audio enhancements
- 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

- I am the lead photographer for weddings, special events, actor headshots, portraits, and boudoir photography. I plan to set up backdrops, lighting, props, and subject-posing on location.
- Streamlined the workflow and finished editing in Adobe Lightroom and Adobe Photoshop for client photo sessions. Integrated creative content development, including videography (pre-production, shoot and post-production) for all digital and social channels.

Video Maker | Graphic Designer | Video Editor

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

- Videographer on a wide range of projects. Field-produced and directed shoots in remote locations.
- Designed proposal layouts and designs for all advertisement production, both local and nationally focused. Edited corporate videos, promotions and acquisitions using Adobe After Effects and Adobe Premier.

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 | Visual Design | Usability Testing | Accessibility | Problem-Solving

Creative Vision | Attention to Detail | Adaptability | Time Management | Business Acumen

Adobe CC | Figma | HTML CSS | UI Development | Continuous Learning

Composition | Lighting | Communication | Customer service | Technical proficiency