Rafael de Rezende Basso

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Summary

Bilingual professional (Portuguese and English) holding a Degree in Digital Media, Diploma in Graphic design and overall 14 years of experience in graphic design, digital marketing, graphic web design and UX/UI design.
Strong technical know-how and experience in developing several digital campaigns, applications and web materials for BTC and BTB clients.

Work Experience

UX/UI Designer | AIB Bank | August 2021 - Present (Full Time)

- Improving user experience on digital channels
- Conducting user-centered research to identify customer problems.
- Interviewing users and leading user testings
- Developing wireframes and user flows.
- Creating solutions through detailed designs
- Facilitating usability sessions and presenting insights back to the team.
- Delivering coding classes (HTML and CSS) to my colleagues.

UX/UI Designer Team Leader | Aunua Academy | June 2021 - December 2021 (Volunteer)

- Organizing the UX Design processes among another 5 teammates.
- Leading user research to start all design processes.
- Creating personas to specify the users.
- Conducting market research.
- Developing wireframes and user flows.

UI/UX Designer | Accenture, Ireland | January 2021 – July 2021 (Part-Time)

- Created a new Accenture's educational portal.
- Developed the portal structure and strategy.
- Prototyped all designs using Adobe XD.
- Make sure that the user interface is friendly and responsive.
- Helped the developers if necessary.
- Designed a new survey app by using Microsoft Power Apps.
- Connected the app with a SharePoint List to collect the answers.
  Achievements:
- I was a member of a Deep Analytics and Learning project, working with teams spread worldwide (Argentina, Chech Republic, India, Ireland and USA).

Designer, Coding Instructor | Accenture, Ireland | January 2020 – December 2020 (Volunteer)

- Delivered Coding classes (HTML and CSS) remotely for Accenture's employees In Ireland, Germany, the Philippines, Poland, Portugal and the United Kingdom.
- Responsible for the project's internal communication creating responsive websites, presentations and graphic materials.

- Developed seasonal campaigns and materials to divulge wellness activities.
  Achievements:
- I certified 60 people in 6 different countries, increasing my teaching skills.
- I was a mentor in the project "Hour of code" teaching 5th and 6th-grade kids HTML5, CSS3 and Javascript.

UX/UI Designer | SaúdeJá Suplementos Alimentares, Brazil | April 2013 – July 2018
(Healthy Supplements E-commerce)
- Served as Designer on a wide range of projects. Worked as part of a team and actively participated in internal kick-offs, brainstorming sessions and reviews.
- Developed creative content that followed creative briefs and adhered to business objectives.
- Juggled multiple projects while developing high-quality creativity and achieving meeting deadlines.
- Created user-centered materials following the UX design process.
- Conducted user/stakeholders interviews and testing.
- Created low fidelity wireframes and high fidelity prototypes.
- Fulfilled digital graphics needs for websites, digital resources and presentations.
  Achievements:
- Introduced the use of responsive sites with SEO, improved company website rankings in the search engines and increased 15% in registration through email marketing.
- Successfully created email marketing campaigns with a 25% increase in sales thanks for use of this tool.

UI/UX/Graphic Designer | Kartal Comunicação, Brazil | August 2011 – April 2013
Owner Partner, responsible for the design and digital marketing departments (Advertisement Agency)
- Tracked conversion rates and made great improvements to the website.
- Evaluated user research, market conditions and competitor data, to apply user focused strategies.
- Utilized a range of techniques including paid search, SEO and PPC.
- Designed, built and maintained social media presence managing online brand and product campaigns to raise brand awareness.
- Managed the redesign of the company and client's website, by applying all user experience concepts, like user/stakeholders interviews, low fidelity wireframes, high fidelity prototypes, user testing, before wrapping up the projects.
- Improved the usability, design, content and conversion of the company website.
- Planned and controlled budget across all digital marketing efforts.

Education

- **Graphic Design Diploma** | Pan-American School of Arts and Design – Brazil | 2010 – 2012 | (Honorable Mention for the project Criatividade Panamericana)
- **Ordinary Bachelor Degree in Digital Media** | Methodist University of São Paulo - Brazil | 2007 – 2009 | (Winner of the "Destaque Award" for the best Digital Media project in 2009)

Further Education & Certification
- Web Development - Javascript | IBAT College Dublin - Ireland | June 2019 – September 2019
- Mobile Interface Design | Quaddro Treinamentos – Brazil | January 2018
  (Design thinking, UX Design concepts)
- Artistic Draw | Quanta Arts Academy – Brazil | June 2014 – June 2015
- HTML 5 and CSS 3 | Senac – Brazil | February 2014 – April 2014
- Web Design | Impacta – Brazil | June 2010 – November 2010
- English | Central School of English – Ireland | 2018 - 2020
  (Trinity College London Certification)

- Spanish | Richard Hugh Fisk Foundation – Brazil | 2011