

www.rodrigo.in

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A Brazilian based guy, graduate in Multimedia Design at Senac University of Arts and Communication, doing dazzling things in startups, digital and production agencies, since 2000 with a focus on online creation, management and team coordination.

I Dedicate myself to always learn and improve my knowledge in the area and also in managing people and teams.

I consider design a passion, and I try to take all I can from every single job. With the curiosity allied to the research, I keep myself informed over the market happenings not only in Brazil. This way I keep my portfolio constantly updated, where I share my latest jobs.

COURSES & PRIZES

Graduated in Multimedia Design by the Senac Arts and Communications University.

With the conclusion project: "Concept of a Mobile Device for Person with Visual Disability"

2^o place in the Web Design category - Knowledge Olympics - SENAI - SP

Portfolio chosen for the Web From Brazil Blog | www.webfrombrazil.com

2010 Cannes Shortlist with the project: "Feed a Child Feed a Dream"

Portfolio choose to appear on the brazilian book: "Agências Interativas & Criativos do Brasil" 2011 - Editora Arteccom

PERSONAL DATA

Brazilian | Married

Born: 10.26.1982

From São Paulo - Brazil

Zip Code: 04364-030

+55 11 993-079-007

portfolio: www.rodrigo.in

e-mail: myself@rodrigo.in

KNOWLEDGE

Axure RP Pro, Sketch, After Effects, Flinto, Invision, Premiere, Adobe XD, Flash, Illustrator, InDesign, Figma, Photoshop, Pixelmator, among others.

LANGUAGES

Portuguese | Native Language

English | Professional Proficiency

PROFESSIONAL EXPERIENCE

DESIGN MANAGER

Dafiti Group - São Paulo, SP | Aug - 2021 - until today

I lead Dafiti's UX team across 3 regions in Latin America (Brazil, Chile, Colombia) with the challenge of unifying our clients' vision, designing global solutions that serve different regions, respecting a unique experience of interaction, discovery and purchase of fashion products.

PRODUCT DESIGNER SPECIALIST

Banco Carrefour - São Paulo, SP | Nov - 2019 to Aug - 2021

Product designer, responsible for the constant evolution of our products and digital journeys. A special look to evolve our design principle and also the Design System.

UI/UX LEAD DESIGNER

Digifair365 - Israel - IT Startup | Jan - 2018 to Nov - 2018

Leader of the visual and ux team, responsible for developing, managing and engaging the team, as well as structure all development and evolution flow (squads and design sprints, user's journey, etc.) of the application developed for the market textile.

UI CREATIVE LEAD

FS - São Paulo, SP - Brazil - IT Company | May - 2016 to Dec - 2017

UI team leader designer, shared management of the UX team (8 professionals). Responsible for the creation, development, constant evolution and implementation of a design systems used in the applications and other experiences of SVA created for the largest mobile operators of the Americas.

SENIOR ART DIRECTOR

Urban Summer - São Paulo, SP - Brazil - Agency | Aug - 2015 to May - 2016

Art direction and team coordination. Responsible for creating apps, websites, digital totems and others, for clients like: Santander, Hasbro, Jupiter Brewery, among others.

HEAD OF ART | SENIOR ART DIRECTOR

PROFESSIONAL EXPERIENCE

Pixel4 - São Paulo, SP - Brazil - Production Agency | Dec - 2012 to Jul - 2015

Head of Art, digital art direction and team coordination. Responsible for creating digital interfaces, apps, ad campaigns, for clients like; Faber-Castell, Jafra Cosmetics, among others.

SENIOR ART DIRECTOR

Think4 - São Paulo, SP - Brazil - Digital Agency | Jun - 2011 to Dec - 2012

Art direction. Responsible for creating digital interfaces, apps, digital totems and others, for clients like; Nike, Umbro, Riachuelo, Sony among others.

ART DIRECTOR

Jazz Digital - São Paulo, SP - Brazil - Design Agency | Jan - 2010 to Jun - 2011

Art director, responsible for the creation of hotspots, websites, animations, multimedia campaigns and mobile apps for clients, such as: Volkswagen, Telefônica, Havaianas, MAN, Bauducco, Leader among others great clients.

ART DIRECTOR | MOTION TEAM COORDINATOR

Wunderman - São Paulo, SP - Brazil - Design Agency | Jul - 2009 to Dec - 2009

Art direction and team coordination of Dell Hub Creation for production of motion ads (banners), websites, digital interfaces & apps, for clients like; Bradesco, Natura, Dell, Nokia, among others.

ART DIRECTOR

Vianews - São Paulo, SP - Brazil - PR Agency | Aug - 2008 to Jul - 2009

Art direction for projects on and off line. Layout and production of Publicar (Brazilian version of the Yellow Pages), with units published in all regions of Brazil.

ART DIRECTOR

Connect - São Paulo, SP - Brazil - IT Company | Feb - 2008 to Jun - 2008

Art direction in online projects created on the Microsoft Sharepoint platform. Periodic updates of AES Eletropaulo portals.

ART ASSISTANT

Trust Filmes - São Paulo, SP - Brazil - Design Agency/Movie Production | Feb - 2006 to Feb - 2008

Assistance in creating on and off projects created for Chevrolet. Development of communication of sales assistance for the brand's dealers.

ART ASSISTANT | DESIGN INTERN

Hospital das Clínicas da FMUSP - São Paulo, SP - Brazil - Hospital | Jul - 2003 to Jan - 2006

Assistance in the creation of editorial projects and institutional ads, creation and production in institutional communication, editorial and visual identity projects for publications, courses, events and special programs in print and electronic media.

ART ASSISTANT

Upload Informática - Santo André, SP - Brazil - IT Company | Mar - 2001 to Dec - 2002

Support the art director in works using Photoshop 5.5, Flash 5, Dreamweaver 3, QuarkXpress. Support to Windows users and Windows network. Microcomputers assembly and maintenance.