

RAFAEL BORGES COSTA

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SKILLS

- Wireframing and Prototype Design
- Design thinking
- HTML and CSS understanding
- Layout Design
- Usability and Accessibility
- Heuristic evaluation
- Figma proficiency
- Responsive design
- Visual design
- Wireframing
- Atomic Design
- Multitasking

PROFESSIONAL SUMMARY

I am a UX designer with a Noroff School of Technology degree in Norway and over 11 years of experience in physical education and customer service. My background has enhanced my interpersonal skills, which I now apply to a data-driven approach in UX design. Additionally, I have freelanced and volunteered on multicultural projects, fostering collaboration and productivity.

WORK HISTORY

UI/UX Designer | Safe Place International - Remote

10/2024 - Current

- I am currently in phase 3 of the Safe Place International project, analyzing the handoffs from previous stages. I am identifying design inconsistencies, usability issues, and areas for improvement.
- The focus is resolving inconsistencies in layouts, user flows, and visual elements to ensure a cohesive and intuitive user experience.
- We're also optimizing functionality, enhancing accessibility, and refining interactions to create a more seamless and engaging platform. By addressing these improvements, we aim to align the design with project goals and enhance overall user satisfaction.

UX Designer | Ruggedfit - Remote

09/2024 - Current

- Redesigning the entire webpage for a health and fitness platform to increase user retention and optimize call-to-action (CTA) elements.
- Identifying usability issues and areas for improvement by conducting a heuristic analysis.
- Focusing on enhancing the user journey, making navigation more intuitive, and strategically placing CTAs to drive engagement.
- Creating updated design systems and styles to ensure a cohesive look and feel across the platform.
- Uncovering pain points and opportunities to improve the overall user experience, boosting retention and interaction rates.

UI/UX Designer | Lab Academic - Remote

02/2024 - 08/2024

- Contributed to developing a Progressive Web App (PWA) for small registered and unregistered customers.
- Developed wireframes and prototypes to communicate design ideas to stakeholders and team members effectively.
- Balanced functionality requirements with visual appeal when creating interface elements like buttons, menus, forms while adhering to established brand guidelines.

- Optimized navigation, responsive design, and secure payment solutions to ensure a seamless shopping experience across platforms.

UI/UX Designer | Userxd - Remote

01/2024 - 06/2024

- Collaborated on various UX/UI projects, utilizing Webflow and Figma for comprehensive execution, from conceptual support to practical implementation.
- Designed compelling web layouts and high-quality mockups, enhancing the visual storytelling of the agency's portfolio and filling the CRM.
- Collaborated with cross-functional teams to ensure seamless integration of UI/UX components in the final product.

EDUCATION

NOROFF - School of Technology And Digital Media - Norway

01/2024

Professional Degree: UX Design

ACBI - Australian College of Business Intelligence - Sydney Australia

10/2020

Professional Degree: Marketing And Communication

UNISUL - University of South Santa Catarina - Florianópolis Brazil

07/2016

Posgraduated : Sport Management

UFSC - Federal University of Santa Catarina - Florianópolis Brazil

08/2013

Bachelor's: Physical Education

LANGUAGES

Portuguese: Native language

English:

C2

Norwegian:

B2

Proficient

Upper intermediate