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Website case study password: **webcspassword**

EXPERIENCE

Senior Product Designer

Serasa Experian, São Paulo

Nov/2025 – Present

- Design and prototype UX/UI solutions for products serving 3M–200M users, balancing usability, accessibility, and scalability.
- Partner with key stakeholders to define product and process strategies, aligning user needs, business objectives, and technical constraints.
- Maintain and evolve design systems and product documentation, including design specifications, PRDs, and developer handoff documentation, improving consistency across product experiences.
- Develop business and product strategies for financial-sector clients, connecting design decisions with business goals and operational requirements.
- Conduct qualitative and quantitative UX research, turning complex data into actionable insights and high-level presentations for clients and C-suite stakeholders.
- Manage multiple workstreams in Agile teams, aligning priorities, scope, timelines, and deliverables across projects.

Senior Design Analyst

Accenture, São Paulo

Nov/2023 – Nov/2025

- Designed and prototyped digital products, including mobile applications and websites, for international clients across multidisciplinary and cross-functional teams of different time zones.
- Used UX Research, data analysis, and usability principles to improve critical digital journeys, reducing task completion time by an average of 51%.
- Developed executive-level presentations for projects ranging from \$10M to \$2B, translating complex information into clear narratives for senior stakeholders.
- Redesigned a key digital application based on user and business insights, contributing to a 13% increase in revenue.
- Translated complex requirements into clear legal, internal, and external communication materials while maintaining consistency, accuracy, and usability.
- Contributed to long-term projects with international multidisciplinary teams, adapting design and delivery practices across both Agile and Waterfall methodologies.

Graphic Designer / Product Designer

Freelancer, São Paulo

Jan/2021 – Nov/2023

- Designed digital and visual solutions for national and international clients, combining product design, visual communication, and brand strategy.
- Redesigned digital products to address usability and information architecture issues, working directly with stakeholders to define improvements.
- Applied user-centered design principles to balance user needs, business goals, while improving usability and visual consistency.
- Led branding and rebranding projects, translating business positioning into cohesive visual identities and scalable systems.
- Created digital campaigns, key visuals, advertising assets, and brand identities for national and international clients.
- Delivered print and digital assets across multiple formats, maintaining consistency from concept to final production.

Mid-Level Graphic Designer

- Designed key visuals and campaign assets aligned with brand guidelines and key objectives.
- Managed and updated website content, ensuring consistency and alignment with brand standards.
- Designed product visual identities and supporting communication materials.
- Prepared and finalized artwork for print production across multiple formats and applications.
- Coordinated directly with clients and print suppliers to clarify requirements, resolve production issues, and ensure accurate final deliverables.

EDUCATION

Bachelor's Degree in Graphic Design

Centro Universitário Belas Artes, São Paulo

2014 – 2017

SKILLS

Tools: Figma, Figma Make, FigJam, Photoshop, Illustrator, JIRA, Clarity, Miro, InDesign, Word, PowerPoint, Teams, Slack, basic knowledge of HTML, CSS and C#

Languages: Portuguese – Native | English – Professional Working Proficiency | Spanish - Basic