

Rafael Kuano Soares

Product & UX/UI
Designer

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I believe great design is about solving real problems and enhancing people's experiences. By blending analytical and strategic thinking and innovation, I create intuitive and meaningful digital experiences that leave a lasting impact.

Soft Skills

Analytical Thinking
Creativity
Teamwork
Data Analysis
Business Strategy
Empathy
Proactivity

Hard Skills

Figma
Photoshop
HTML
CSS
JavaScript
Excel
Illustrator

Languages

Portuguese - Native
English - Native
Spanish - Advanced
Japanese - Basic

Work Experience

Freelancer

Product & brand design
Sep 2024 - Present

Delivered comprehensive UX design solutions—from user research and wireframing to prototyping and testing. Managed project timelines and client communications, ensuring innovative, user-centered results.

Business Intelligence

Alpargatas SA
Mar 2022 - Dec 2023

Used product design methodologies to lead a project that centralized key indicators on an intuitive dashboard for the sales team. It resulted on time saving, reduced stress and enabled the sales team to base their strategies on data-driven insights. Also was the Product Owner of the data engineering squad and was involved in structuring the area.

Intern

Cosan SA
Jan 2020 - Dec 2021

Rotation program through various areas and companies within the holding. Gained diverse and valuable experience across different business units: Moove (trade marketing), Raizen (B2B strategic planning), Cosan (investor relations)

Education

MIT - Generative AI in Digital Transformation Era

Course Jan 2025 - Aug 2025

PUC Rio - User Experience and Human Computer Interaction

Postgraduate degree May 2023 - Feb 2024

Google - User Experience professional Certificate

Professional Certificate Nov 2022 - Apr 2023

Universidade Presbiteriana Mackenzie - Industrial Engineering

Bachelor's degree Jan 2017 - Jun 2022