



Raphael Aleixo

UI/UX DESIGNER AND CREATIVE FRONT-END DEVELOPER

PERSONAL

Designer and Developer from Rio de Janeiro, Brazil. Permanent resident of Canada. Happily married and father to the most incredible little girl.

- +1 (514) 819-0641
- raphael@aleixo.me
- <https://aleixo.me>
- /in/raphaelaleixo

SKILLS

I've worked with UI/UX and game design, front end development and product management.

HOBBIES

I love playing board and card games, making (and drinking) caipirinhas, and collecting all sorts of stuff.

MUSIC

Punk Rock and Ska! But my playlist is basically Cocomelon in the last years.

I am a UI, UX designer and front-end specialist born in Rio de Janeiro, Brazil. What started off a long time ago as an adventure through wireframes and layouts, has turned into passion for front end development and game design. Honing these skills has allowed my UX and UI roots to grow deeper into everything I do, making it all come together.

01. SUMMARY

UI, UX and front end specialist, I have more than 15 years of experience in designing for web and digital media and have a horizontal approach to the process. I have had the chance to work for some of the biggest companies in Brazil, from ad agencies to portal platforms.

- Expertise in **leading UI and front-end development teams**.
- Expertise in **front-end development**, using modern technologies and frameworks, including **React, Vue.js, ES6+, Sass, Webpack and Vite**.
- Ample experience in **UX/UI for websites and applications** for multiple brands, developing end-to-end projects: from the wireframe to layout, front end and backend implementations.
- As a **game design enthusiast** I've created the website Loodo that became a reference in game design in Brazil at the time. A game I developed for Loodo, "Calabouço Tétrico", was **quoted by Ian Bogost in his book "Newsgames (p.24, 2010)"**.

02. TOOLS AND PROFICIENCIES

DESIGN, UX

Figma, Photoshop, Sketch, Illustrator, Figma, Axure, Miro

FRONT END

Javascript (Vanilla, Vue, React, Angular.js, ES6+, JQuery), CSS (Styled Components, Sass, Less), HTML, Visual Studio Code, Gulp, Webpack, Vite.

ANALYTICS AND MARKETING

Google Analytics, Mixpanel, Hubspot, Firebase, Hotjar, Optimizely

BACKEND AND DATABASE

Basic SQL knowledge, Firebase, MongoDB, Node.js

03. EXPERIENCE

PRINCIPAL UX DESIGNER AND FRONT-END DEVELOPER AT EIDOS MONTREAL/SQUARE ENIX WEST (2020–PRESENT)

Eidos-Montréal is a premiere developer of interactive entertainment based on new intellectual properties and beloved franchises including the acclaimed Tomb Raider and Deus Ex series.

Responsible for the UX/UI design for Square Enix's West online services web application and its front-end development, using React and Vite. This application—allowing game configuration, monitoring, and general backend utilities used by AAA games across multiple studios—was used by the game teams in Square Enix West, People Can Fly, Crystal Dynamics, and Eidos as the Live Ops tool used in all their games, including Outriders, Life is Strange: True Colors, Guardians of the Galaxy, and Marvel Avengers.

In my role as a Principal UX designer, I was able to lead the full redesign of this web application, not only impacting the design itself but also improving the code and creating a faster and easier-to-use interface.

CREATIVE FRONT-END DEVELOPER AT SIGNIFLY (2019-2020)

Signify is the fastest growing digital agency in Denmark with branches on Montreal, London and Oslo

Hired as the front-end developer to kickstart their Canadian office in Montreal, my responsibilities included developing websites for their clients, both in Canada and Denmark and also working with UX/UI design whenever needed.

FRONT END & UX MANAGER AT LUMIS (2011 – 2019)

Lumis is the pioneer in the market for customer experience platforms, content management and collaboration software in Brazil.

I was originally hired to lead the visual and ux redesign of the company's main product, and ended up building from scratch and managing a new department where all branding and design related issues are decided upon and executed. Afterwards, I also became responsible for all the front-end developers in the company.

In my role as Front-End and UX Manager, I worked on, among other things, Lumis' brand development and directed its rebranding. I was also responsible for leading all the company's UX, visual design and front-end development for both its internal products and external

clients. I had to come up with creative solutions for mobile devices and for complex web projects, conceptualized and produced responsive layouts, UX/UI design and front-end development.

ART DIRECTOR AT GRUPO TV1 (2010 – 2011)

TV1 is the biggest communications agency in Brazil, based in São Paulo.

I was invited to start and build from scratch the online design department for the Rio de Janeiro office.

Responsible for: all the online visual communication for Vale and Banco do Brasil insurance company. Lead and executed projects that included development in Flash, creation and conceptualization of creatives such as banners, and layouts for the clients' hotspots, sites and portals.

ART DIRECTOR AT SIRIUS INTERATIVA (2006 – 2010)

Sirius is a Digital Agency focused on technology and usability

I started off at Sirius as a junior designer and grew within the company to become the art director, leading a team of 4 people.

Responsibilities included, but weren't limited to: development in Flash (ActionScript), UX/UI and design of banners, sites and hotspots for a few of Brazil's biggest companies - Petrobras, Caixa Econômica, Souza Cruz, Embratel, Odebrecht, Fundação Roberto Marinho, Esso, FGV, PUC and Cultura Inglesa.

04. EDUCATION

UNIVERSIDADE - GRAPHIC DESIGN (2002 - 2006)

Baccalaureate

05. LANGUAGES

- English (Fluent)
- French (Limited working proficiency)
- Spanish (Limited working proficiency)
- Portuguese (Native fluency)