



PERSONAL

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

SKILLS

15+ years of UI/UX and product design experience. 8+ years of front end development as a bonus. :)

EXPERIENCE

My experience spans mainly the gaming, SaaS and e-commerce markets

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 just Cocomelon in the last few years.

Raphael Aleixo

PRODUCT DESIGNER + CREATIVE FRONT END DEVELOPER

Hi there! I'm a **UX/UI designer with over 15 years of experience**. I'm passionate about owning the design process from concept to layout and front-end code and have led the design on a multitude of products. Throughout my career I was also lucky enough to build teams and manage wonderful people.

- Expertise in **leading UI/UX and front-end development teams**.
- Ample **experience in UX/UI for websites and applications for multiple products**, developing end-to-end projects: from the wireframe to layout, front-end and backend implementations.
- Experience **leading product design for many products** in the entirety of their lifecycles: from prototyping to user testing to creating personas, user journeys, user flows and interfaces.
- **Expertise in front-end development**, using modern technologies and frameworks, including React, Vue.js, ES6+, Sass, Webpack and Vite.
- As a **game design enthusiast** I've created the website Loodo that became a reference in game design at the time. A game I developed for Loodo, "Calabouço Tétrico", was quoted by Ian Bogost in his book "Newsgames".

01. CONTACT INFO

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02. TOOLS AND PROFICIENCY

DESIGN, UX

Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Framer, Adobe XD, Adobe Animate, Axure, Miro

PRODUCT

Prototyping, User testing, User journeys and maps, Personas, End-to-end design process

FRONT-END

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

BACKEND AND DATABASE

Basic SQL knowledge, Firebase, MongoDB, Node.js, Vercel

ANALYTICS AND MARKETING

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

SOFT SKILLS

People Management, Fast learning, Problem solving, Time management, Strategic Thinking

03. RELEVANT EXPERIENCE

PRINCIPAL UX DESIGNER + FRONT-END DEVELOPER AT EIDOS-MONTRÉAL / 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. In my 3 years at Eidos I was able to lead the **full redesign** of this web application, from **prototype to user testing** and production, not only impacting the design itself but also improving the code and creating a faster and easier-to-use interface.

As part of my responsibilities, I collaborated closely with the game teams to make sure they participated in all of the design thinking process, from the problem statement through to wireframes, user flows and front-end implementation.

This application allows game configuration, monitoring, and general backend utilities **used by AAA games across multiple studios** and rivals other SaaS solutions from big companies, like Gamesparks and Playfab. 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.

CREATIVE FRONT-END DEVELOPER AT SIGNIFY (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 (desktop and mobile, responsive) for their clients, both in Canada and Denmark and also leading the UX/UI design in many instances. My fluency in Vue, React and many other javascript frameworks allowed for a flexibility that is quite important when working with multiple clients.

PRODUCT DESIGNER AND FRONT-END DEVELOPER AT LUDORATORY (2018—PRESENT)

An experimentation with using modern web frameworks to build games

A personal project where I designed and developed board games so you could **play, online and in real-time, with friends all over the world or across a living room**. From the initial sketches and planning on how to make a board game into something that can be played online, to the **user-interface design** and the **front-end development**, I was able to take ownership of the full process.

PRODUCT DESIGN LEAD AT ESSIA (2016—2019)

Essia is a digital platform that provides teaching materials with fully interactive content and with the possibility to choose and assemble its textbooks in a customized way.

Essia is another product that was born inside Lumis, as a start up. I was there from its inception **leading its product design**. My tasks included creating personas and user maps while in pre-production, developing **prototypes and layouts** to be tested against the personas, elaborating the final **user flows** and **interface** for this educational platform. I **worked side by side with the dev team** to make sure the product development, especially when it came to front-end, were meeting our design goals.

Essia developed into a full blown educational platform that enabled the creation of fully interactive teaching materials, where the student has access to different media and learning objects in the book itself and performs tasks and receives personalized feedback from the teacher.

PRODUCT DESIGN AND FRONT-END 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 10-people 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 Product Design and Front-End Manager, I **worked on the entire product lifecycle**: from **prototyping** and conceptualization of our internal product, an intranet SaaS solution, through to **development, launch and optimizations** of the platform. This process involved elaborating and overseeing **user tests**, reprioritizing the design roadmap according to feedback, developing and refining personas and **user journeys**.

LEAD UX/UI DESIGNER 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 design department for the Rio de Janeiro office**. Responsible for: all the online visual communication - web and mobile - of two of the biggest Brazilian companies: Vale and Banco do Brasil. Lead and executed projects that included creation and conceptualization of the user interfaces and flows for these external clients and development in Flash.

OWNER AT LOODO (2008—2010)

Brazil's first Game Design/Development blog

Loodo was a personal project, as a study in game design. All of its production was shared in a blog, that was **quoted/mentioned in books by influential game designers like Raph Koster and Ian Bogost**. I created both online and board games, from its conception to its **visual design and development**.