Raphael Aleixo

UI, UX AND FRONT END SPECIALIST

I am a UI, UX and front end specialist from Brazil. What started off 14 years 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.

PERSONAL

36 Years old (03 May 1983), from Rio de Janeiro, Brazil. Happily married to Paula Neves.

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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 I also listen to all those 80/90's catchy pop songs when nobody is looking.

01. SUMMARY

UI, UX and front end specialist, I have 14 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 teams**
- Expertise in **front end development**, using modern technologies and frameworks, including React, Vue.js, PWA, ES6+, Sass, Webpack
- 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
Photoshop, Sketch, Illustrator, Figma, Axure, Invision

FRONT END
Javascript (Vanilla, Vue, React, Angular.Js, ES6+, JQuery), CSS (Sass, Less), HTML, Visual Studio Code, Gulp, Webpack, PWA, AMP.

ANALYTICS AND MARKETING
Google Analytics, Mixpanel, Hubspot, Firebase, Hotjar, Optmizely

BACKEND AND DATABASE
Basic SQL knowledge, Firebase, MongoDB, Node.js

03. EXPERIENCE

FRONT END & UX MANAGER AT LUMIS (JUN/2011 – PRESENT)

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 actual role as Front-End and UX Manager, I work on, among other things, Lumis' brand development and directed its rebranding. I am also responsible for leading all the company's UX, visual design and front-end development for both its internal products and external clients . I have to come up with creative solutions for mobile devices and for complex web projects, conceptualize and produce responsive layouts, UX/UI design and front-end development.

ART DIRECTOR AT GRUPO TV1 (MAY/2010 – JUN/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' hotsites, sites and portals.

JR DESIGNER TO ART DIRECTOR AT SIRIUS INTERATIVA (JUL/2006 – MAY/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 hotsites for a few of Brazil's biggest companies - Petrobras, Caixa Econômica, Souza Cruz, Embratel, Odebrecht, Fundação Roberto Marinho, Esso, FGV, PUC and Cultura Inglesa.

OWNER AT LOODO - SET/2008 - JAN/2010

Loodo was a personal project, as a study in game design and to develop games as an artistic/creative expression.

All of its production was shared in a blog. The blog was quoted/mentioned in books by influential game designers like Raph Koster and Ian Bogost. One of its games was exposed in the SBGames 2009 as part of the "Art and Design Exposition". Loodo's blog design won the Wedesign Magazine's 'best blog layout award' in 2008.

04. EDUCATION

UNIVERCIDADE - GRAPHIC DESIGN (2002 - 2006)
Baccalaureate

EDEM (1998 - 2000)
High School

FRENCH CLASSES - 2018 - PRESENT

05. LANGUAGES

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