

UX DESIGNER

Rafael Enes Fernandes

PORTFOLIO

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E-MAIL

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LINKEDIN

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Experience

11/2022 – Present

UX/PRODUCT DESIGNER – ZOOP

Zoop is a platform that allows fans to collect cards/ NFTs from their favorite celebrities in the form of digital collectibles, thus creating a closer connection between Fan and Celebrity.

➤ [View Zoop website](#)

05/2022 – Present

PRODUCT DESIGNER – SHAPE ROUTE

- Designed the Shape Route mobile app from the research and conception phase
- Created the Shape Route marketing website
- Worked in a small cross-functional team with limited resources

➤ [View case study on portfolio](#)

06/2020 – 01/2022

UX DESIGNER – MOBEYBOU

- Helped Mobeybou to expand its digital solutions by designing a mobile game interface
- Designed a digital product from the start until the final validation with its users
- Used gamification to improve engagement
- Moderated and organized remote ideation sessions with the team to get feedback and align team efforts
- Built a design system to support future game developments or levels expansion

➤ [View case study on portfolio](#)

03/2016 – 08/2016

UX DESIGNER – EQUISTRUERE

- Redesigned the company e-commerce website
- Helped increase profits by designing and sending newsletters to +10k subscribers

Skills

DESIGN

User research • Usability testing • Prototyping
Information architecture • Wireframing
Interaction design • Visual communication

PROGRAMMING LANGUAGES

HTML • CSS • Javascript

LANGUAGES

Portuguese • English

Education

2019 – 2022

MASTER DEGREE IN DIGITAL DESIGN

Polytechnic Institute of Cávao and Ave

2016 – 2019

LICENTIATE DEGREE IN GRAPHIC DESIGN

Polytechnic Institute of Cávao and Ave

2011 – 2015

LICENTIATE DEGREE IN ENVIRONMENTS DESIGN

Polytechnic Institute of Viana do castelo

Awards

2018

UDA ANNUAL INTERNATIONAL DESIGN COMPETITION

Silver on Symbols category

Publications

How Design and Technology Can Contribute to Learning: The Mobeybou in Brazil Educational Game Case Study. (2022) Perspectives on Design and Digital Communication III – Springer Series in Design and Innovation

Once Upon a Time: A Kit of Tools for Reading and Telling Stories. ARTECH 2021 – 10th International Conference on Digital and Interactive Arts

Granito das pedras finas de Ponte de Lima – Proposta de logótipo/marca (2014) ODNI_4 – Objeto Design Nome Identificado.

Relevant Courses

08/2021

USER RESEARCH AND DESIGN

Universidade do Minnesota – Coursera

03/2016

INTERACTIVITY WITH JAVASCRIPT

Universidade de Michigan – Coursera

➤ [See complete list on LinkedIn](#)