rafa cavalcante®

Rafael Cavalcante

Senior Product Designer · Senior UX/UI Designer · Design Systems · B2B SaaS

João Pessoa, Paraíba, Brazil
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✱ CORE SKILLS

- Product Design
- UX/UI Design
- Design Systems
- Figma
- B2B SaaS
- Data Visualization
- Dashboard Design
- Design Leadership
- AI-assisted Workflows
- DesignOps
- User Research
- Prototyping
- Front-end Collaboration

✱ LANGUAGES

- Portuguese · native
- English · fluent
- Spanish · intermediate

✱ SUMMARY

Senior Product Designer working in design since 2005, with hands-on experience building scalable digital products and Design Systems for B2B SaaS, data visualization and iGaming. Today I'm the CDO and founder of Tatuí Tech, a studio that brings strategy, design, software and AI together. At Lifters Tecnologia I led design for Atlas, a data intelligence platform for iGaming, and Acesse, a facial recognition access control platform, coordinating 6 designers with a focus on DesignOps maturity, front-end collaboration and AI-assisted workflows (Figma, ChatGPT, Claude). Proven ability to balance senior IC work with design leadership.

✱ EXPERIENCE

Tatuí Tech

Oct 2026 → present

CDO and Founder · João Pessoa, Brazil

- Design and product direction for the studio, which brings strategy, design, software development and artificial intelligence together.
- Custom digital experiences and solutions for clients, from concept to launch.
- Client projects include DIGIO Consulting and Capital Focus, both based in Vancouver.

Lifters Tecnologia

Apr 2026 → Jul 2026

Senior Product Designer and Design Lead · João Pessoa, Brazil

- Design leadership for a 6-person team: design reviews, mentorship, visual consistency and DesignOps maturity.
- UX/UI lead for Atlas (data intelligence for iGaming) and Acesse (facial recognition access control), with data-rich interfaces, risk, compliance and complex operational workflows.
- Architected and evolved the core Design System, UI patterns and component libraries.
- Hands-on UX/UI, data visualization and dashboards, with AI-assisted workflows in Figma, ChatGPT and Claude.

Lifters Tecnologia

Oct 2025 → Apr 2026

Senior Product Designer · João Pessoa, Brazil

- Product experiences, dashboards and internal B2B interfaces focused on usability and the initial adoption of the Design System.
- Partnered with Engineering and Product on UI quality and scalable design patterns.

✱ EDUCATION

Postgraduate Degree in Marketing · ESPM · Apr 2012 → Sep 2013

Bachelor's Degree in Advertising and Marketing · Faculdade Pitágoras · 2005 → 2011

✱ CERTIFICATIONS

Google UX Design Professional Certificate

ChatGPT and AI Certification

High-Fidelity Designs and Prototypes in Figma

✱ AWARDS

3rd place, Meta Design Challenge · São Paulo · A Meta (Facebook) design competition where the winning project earned the job

✱

PORTFOLIO

Projects, process and contact at

rafacavalcante.com

✱ EXPERIENCE

Vale S.A.

2022 → Oct 2024

Senior Product Designer · Rio de Janeiro, hybrid

- Led the end-to-end design and delivery of the Iris App, an internal safety application for mining operations.
- Used analytics, NPS feedback and behavior data to find friction and improve web and mobile workflows.
- Facilitated Design Thinking workshops and streamlined design handoff with development teams.

Americanas S.A.

Jun 2021 → May 2022

Senior Product Designer · Rio de Janeiro, remote

- UX/UI for large-scale e-commerce and marketplace experiences, improving navigation and conversion.
- Contributed to a unified Design System and ran user research and usability analysis.

Freelance

2020 → 2025

Freelance Product Designer · Remote

- Product and brand design for clients in Germany, the United States, Portugal and Brazil.
- Design system for volkswagen.de, Avocado Ranch identity and UDrive car sharing (2020); Waldstriezel logo (2021).
- GM Serviços Prediais brand and Moey website (2023), Polimassa website (2024) and Natalie Cavalcante brand (2025).

Altice Portugal

May 2019 → Jan 2021

Product Designer & Front-end · Lisbon, Portugal

- Digital solutions for brands such as Renault, IKEA and FC Porto: responsive interfaces, dashboards and telecom experiences.
- UX/UI, data visualization, prototyping and front-end development in HTML5, CSS3 and JavaScript.

Midia Midia

Dec 2014 → Apr 2018

UX/UI Designer and Front-end · Rio de Janeiro, Brazil

- Desktop and mobile products, using qualitative and quantitative insights and building responsive interfaces.

Plure Startup

Jan 2013 → Dec 2014

UI Designer and Front-end · Rio de Janeiro, Brazil

- Mobile experiences, A/B tests, wireframes, prototypes and front-end implementation.

✱ PROGRAMS

AI, Design for the 21st Century · Interaction Design Foundation and Don Norman · 2022

Intensive UX/UI Design and Web Development · Awari · 2021 → 2022

Advanced Program in UX/UI and Front-end · Lisbon School of Design · 2019 → 2020