

RAFAELA RECK

UX/UI Designer & Strategist

Lisbon, Portugal • rafaela.reck@gmail.com

[My portfolio](#)



PUBLICATION

The transparency paradox: When transparency cues helps or backfires for brands? at Journal of Cleaner production

SKILLS

- Interaction design
- Visual design
- User research/data analysis
- Project management
- Data visualization
- Prototyping and usability testing
- Information architecture
- Ecommerce management
- Web content development
- Customer service

TOOLS

Figma • Sketch • Marvel
Abstract • Jira • Confluence
SPSS • Python basic • Google
Trends • Google Adwords

MAIN COURSES

- Agile Foundations (2022)
- User Experience (UX) Design and Research (2021)
- Fashion's future: the sustainable development goals (2020)
- Fashion and Sustainability: Understanding Luxury Fashion in a Changing World (2019)
- Entrepreneurship for women powered by Google (2018)
- Cool hunting (2011)

VOLUNTEERING

Mentored entrepreneurship for Women with kids

PERSONAL SKILLS

Fluent English • Management
Collaboration • Empathy
Autonomy • Sustainable goals

EDUCATION

2022 - 2022 **UX/UI Design** • Ironhack

2019 - 2021 **Master: Statistics and Information Management with Specialization in Market Research and CRM** • Nova IMS - Nova Information Management School • Grade: 17 of 20

2009 - 2010 **MBA Applied Consumer Science** • ESPM - Escola Superior de Propaganda e Marketing • Grade: 9 of 10

2005 - 2009 **Bachelor: Fashion Design & Technology** • Feevale University • Grade: 9,3 of 10

WORK EXPERIENCE

2022- **UX Designer**

Present Nokia - Lisbon

Worked on 6 diverse UX projects, meeting unique requirements and challenges and demonstrating adaptability by addressing different client needs.

- Designed and delivered desktop and mobile applications that met the needs of our customers.
- Implemented Nokia's design system on desktop applications and initiated the development of a new design system for mobile applications, seamlessly integrating elements from the company's established desktop design system.
- Presented and defended proposals, with different project teams and clients, to develop products that aligned with our business goals and user needs.
- Created and maintained design documentation, including design specifications and style guides.

2022-2022 **UX/UI Designer**

Impossible - Lisbon

Developed an app for Bond Heart, a pendant to store heartbeats.

- Designed and improve the app, ensuring that the user interface was visually appealing and easy to use.
- Organized user flows for intuitive user journeys.
- Structured and built a design system for consistency and efficiency.
- Created prototypes for user testing and publicity materials.

2012 - 2021 **Founder at Gringa Brasil - Underwear**

Gringa & Mamãe Gringa - São Paulo

Pioneer in the development and commercialization of fashionable nursing bras in Brazil.

- Designed, strategized, developed, and executed over 200 product transitions from prototype to marketplace, resulting in increased revenue and improved product offerings.
- Developed customer-centric digital communication channels, improving customer engagement, retention, and loyalty.
- Implemented marketing strategies that contributed to yearly sales growth of over 10%.