



RAFAELA RECK

Interaction Designer

Lisbon, Portugal • rafaela.reck@gmail.com

My portfolio

SKILLS

- **UX Design:** Interaction design, prototyping, usability testing, information architecture
- **UI Design:** Visual design, design systems, responsive design
- **Research:** User research, data analysis, customer insights
- **Product & Business:** End-to-end product development, branding, market positioning
- **Collaboration & Leadership:** Cross-functional teamwork, mentoring, project ownership

TOOLS

Figma • Sketch • Adobe Creative Suite • Miro • Mural • Jira
Confluence • SPSS

PROFESSIONAL DEVELOPMENT

- UX/UI Design bootcamp (2022)
- Agile Foundations (2022)
- User Experience (UX) Design and Research (2021)
- Entrepreneurship for women powered by Google (2018)

LANGUAGES

Portuguese: Native
English: Fluent

PUBLICATION

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

VOLUNTEERING

Mentored entrepreneurship for Women with kids

WORK EXPERIENCE

Interaction Designer

Nokia • Lisbon • 2022 - Present

- Design user flows and interfaces for the Cybersecurity Dome platform, simplifying complex data for cybersecurity analysts.
- Adapted Nokia's desktop design system for mobile use, creating consistent patterns where no mobile system existed.
- Produced detailed specifications and design documentation to support engineers and product managers.
- Collaborated with cross-functional teams and presented design proposals to global stakeholders in a high-security enterprise context.

Freelance UX/UI Designer

Impossible • Lisbon • 2022

- Designed and launched Bond Heart app, ensuring an intuitive and visually appealing experience.
- Structured and optimized user flows for smooth journeys.
- Built interactive prototypes for usability testing and marketing demonstrations, incorporating feedback into design iterations.
- Collaborated with product managers and developers to ensure feasibility and alignment with business goals.
- Structured and built a design system for consistency and efficiency.

Founder & Product Designer

Gringa & Mamãe Gringa • São Paulo • 2012 - 2021

- Founded and scaled an underwear/fashion brand, pioneering the development of fashionable nursing bras in Brazil, and leading design from concept to market.
- Built and managed the brand's e-commerce platform, overseeing website design and full digital operations.
- Designed and executed 200+ product launches, increasing revenue and expanding offerings.
- Conducted market and customer research to guide product and design decisions.

EDUCATION

Master: Statistics and Information Management with Specialization in Market Research and CRM • Nova IMS • 2019 - 2021

MBA: Applied Consumer Science • ESPM • 2009 - 2010

Bachelor: Fashion Design & Technology • Feevale • 2005 - 2009