

# Raphael Marques

UX | UI Designer

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## About me

Since I was a kid, I've always been curious about human behaviour. Growing up, I developed a passion for content creation and started working as a researcher.

I thrive in discovering people's motivations and translating them into creative products. As a designer, I seek to combine my two biggest passions: human behavior and creativity.

## SKILLS

**Sketching/Wireframing/Prototyping:** Sketch, InVision, POP App, Figma

**Card Sorting:** Optimal Sort

**Project Management:** Trello, Monday, Basecamp

**Motion Design:** Principle

**Data Analytics:** Google Analytics

## EXPERIENCE

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### Social Content Manager | NHV Natural Pet

DEC 2019 - JUN 2020, VANCOUVER, BC

- Created visual communication artifacts to support social media posts
- Lead a four-person team to deliver company's marketing goals
- Signed off on over 120 pieces of creative content per month
- Managed monthly editorial calendars for eight social channels

### Digital Content Strategist | Jive PR + Digital

JUL 2019 - DEC 2019, VANCOUVER, BC

- Crafted content for social media channels for five different clients
- Executed content strategies that aligned with clients' objectives
- Developed digital strategy for a \$100k/month campaign to enter a new marketplace for the brand

### Digital Media Specialist | Checkpoint One Apparel Corp

JUN 2018 - JUL 2019, VANCOUVER, BC

- Generated creative social content for 12 different websites
- Wrote over 40 SEO focused blogs per month

### Content Researcher | Globo (#1 Latin America TV Network)

JUL 2010 - APR 2017, RIO DE JANEIRO, BRASIL

- Researched content for segments on entertainment shows
- Collaborated on research processes for finding participants to \$1M/month TV segments
- Ideated over 50 new segments alongside writers

## EDUCATION

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### BrainStation | Diploma, User Experience Design

JUN - SEP 2020, VANCOUVER, BC

### BrainStation | Certificate, Search Engine Marketing

SEP - NOV 2018, VANCOUVER, BC

### BrainStation | Certificate, Digital Marketing

JAN - MAR 2019, VANCOUVER, BC

### PUC University | Bachelors in Communications & Marketing

JAN 2004 - 2009, RIO DE JANEIRO, BRASIL

## PROJECTS

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### [Design Sprint 2.0](#) | Researcher & Content Creator

JUL 2020 - BRAINSTATION + EY (ERNST & YOUNG)

Design challenge provided by EY and executed in 4 days.