

RAFAEL BORGES



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<https://rafaelborges.design>

EDUCATION

UX/UI DESIGN

Ironhack Bootcamp
Mar 2020 – Jun 2020

E-COMMERCE & MKT DIGITAL

E-commerce School
Aug 2013 – Nov 2013

BACHELOR'S PUBLIC RELATIONS

Metodista University
Feb 2007 – Dec 2010

TECHNICAL DEGREE IN TOURISM

Etec Julio de Mesquita
Jun 2005 – Dec 2006

LANGUAGE

Portuguese – Native

English – Advanced

Spanish – Advanced

SKILLS

UX/UI Design | Visual Design |
Wireframing | Storyboards |
Prototyping | Interaction Design |
Design System | User Flows |
Site Maps | HTML | CSS

AWARDS

- Best UX/UI Design Final Project -
March 2020 | Ironhack -
"Simplifying Digital Exhibitions
Creation"
- 2010's Best Integrated
Communication Project at
Metodista University" -
Communication and Design Brand
Plan for Viajes Carrefour Brasil.

WORK EXPERIENCE

UX/UI TEACHING ASSISTANT

Ironhack Berlin
Oct 2020 – Present

- Guided students, prepared workshops and promoted in course discussions regarding Design Thinking, Research Process, Figma, Agile Methodology, Prototyping, Information Architecture and more.
- Developed a new HTML/CSS workshop focused on UX/UI designers after observing students' needs.
- Collaborated closely with Lead Teacher to prepare class material, evaluate more than 70 students' performance and provide feedback by assessing students' projects.
- Mentored more than 100 students' projects.

TECHNICAL ACCOUNT MANAGER / PARTNERSHIPS

Movida Rent a Car
Nov 2017 – Nov 2018

- Increased the international partnerships department conversion rate by 83% through product development and API connections improvements focused on international customer needs.
- Established KPI's to measure partners' performance and other initiatives in order to identify opportunities for product improvement for each market (Europe and Americas).
- Created product distribution strategy with international partners (OTA's, Tour Operators, Rental Car Companies).

CAR RENTAL PRODUCT DEVELOPMENT

Trend Operator
Dec 2016 – Nov 2017

- Overcame profitability target by 23% developing Car Rental product concept: from business requirements to user acceptance.
- Ensured the accomplishment of team's KPI and by working closely with stakeholders, suppliers and commercial teams to deliver business goals.
- Facilitated workshops with the sales team. Also worked as Sales Supervisor interim in a team with 12 travel agents.

PROJECT MANAGER

Agaxtur Operator
Jun 2015 – Dec 2016

- Developed a B2B & B2C travel e-commerce project, incorporating business operations, finance and reporting.
- Worked close to Product Owner and Engineer Manager defining timelines, attributing resources, resolving issues to ensure implementation goals achievement and project quality