# Rafael Silva

Graphic Designer and Web Designer | Figma, Photoshop & WordPress Expert

✉ rafaels.sr12@gmail.com | 🌐 rafaelsilvadesigner.com | 📍 Rio de Janeiro

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## Professional Summary

Creative and results-oriented Graphic & Web Designer with over 4 years of experience delivering impactful visual solutions and high-conversion websites. Specialist in graphic design, branding, digital and print materials, UX/UI, and WordPress development. Proven track record of transforming ideas into engaging visuals that strengthen communication and improve user experience.

## Professional Experience

### Freelance – Graphic & Web Designer | 2021 – Present

- Developed 250+ websites and visual projects for clients across various industries.
- Designed visual identities, logos, and digital/print marketing materials.
- Collaborated with 30+ marketing agencies to provide tailored creative solutions.
- Produced social media assets, advertising creatives, and professional presentations.
- Provided ongoing WordPress support and maintenance, ensuring peak performance and security.

### Agência Dígito – Web Designer | Nov 2024 – May 2025

- Design and Development of Websites and Landing Pages.
- Led redesign projects focused on enhancing visual appeal and lead generation.
- Created corporate website layouts, and campaigns.
- Partnered with marketing teams to develop integrated design strategies.

### Hubber Digital – Graphic & Web Designer | Jul 2024 – Oct 2024

- Built conversion-focused websites for service-based businesses.
- Designed visual layouts and graphics meticulously aligned with brand identity.
- Optimized designs for SEO, technical performance, and user experience (UX).

## Key Skills

- **Graphic Design:** Photoshop, Illustrator, Figma, Canva.
- **Web Development:** WordPress, HTML, CSS.

- **Visual Strategy:** SocialMedia Design, Digital and Print Design.
- **User Focus:** UX/UI & Conversion Optimization.
- **Management & Soft Skills:** Creative Project Management, Effective Communication, and Team Collaboration.

## Education & Training

- Specialized Training in Web & Graphic Design – Othon Ciparoni and Marcelo Web Designer (Brazil).
- Additional certifications in Adobe Photoshop, Illustrator, and Social Media Design.

## Languages

- **Portuguese:** Native.
- **English:** Intermediate (B1/B2).

## Interests

- Visual Arts & Creativity.
- Branding & Digital Marketing.
- Innovation in Design & Technology.