Rafael Machado

AI-native Product Designer

Novo Hamburgo, RS, Brazil · Remote, available for U.S. and European hours · rafaelmachado.work · contato@rafaelmachado.work · linkedin.com/in/rafardrgs

SUMMARY

AI-native Product Designer with 15 years of experience across fintech, banking, health and B2B products. I join product teams to take ideas from first sketch to merged pull request: product design, design systems and front-end code, using AI to prototype and ship faster, closing the gap between design and engineering. Open to remote product design roles.

15 years in design · 240+ pages shipped for Alice Saúde · Site of the Day, CSS Awards · Webflow Premium Partner

EXPERIENCE

Founder & Creative Director · RMD Studio · 2021 – Present

Design and development studio for startups and B2B companies, one of six Webflow Premium Partners in Brazil.

- Lead product design, creative direction and Webflow development for clients such as Alice Saúde, Pilar, MEA, Zuna, Superlógica and Holy Studio.
- Alice Saúde: 3+ year partnership developing and evolving the website in Webflow, with 240+ pages and 10+ campaign templates built pixel perfect from the Alice team's Figma files.
- Developed a designer's portfolio website that won Site of the Day at the CSS Awards.
- Designed and launched Zuna's new website within a clearly defined scope, a transparent budget and the agreed schedule.
- Brought AI into the studio workflow, from design and prototyping to front-end code delivered as GitHub pull requests.

Lead Product Designer · Warren · Jan 2020 – Nov 2021

Brazilian investment platform.

- Led UI and product design initiatives for a large-scale financial platform.

Senior UX Designer · Garupa Design · Feb 2019 – Jan 2020

- Led UX initiatives for digital products across multiple clients.

Senior Product Designer · Agibank · Oct 2016 – Jan 2019

Brazilian bank.

- Helped create Agibank's first digital banking experience.

UX/UI Designer · La Republica · Jun 2016 – Jan 2017

- Designed interfaces for national and international brands such as Dolce Gusto, NET, Claro and Embratel, in partnership with F.biz.

Freelance Web and Graphic Designer · Jun 2013 – Jun 2016

- Created websites, graphic design and social media content for small local companies.

Interface Designer · WD House · Apr 2011 – Dec 2012

- Designed interfaces for corporate websites and e-commerce platforms.

SKILLS

Product design: end-to-end product design, UX/UI design, prototyping, design systems, creative direction
AI and code: AI-assisted design and prototyping, front-end development, shipping design as GitHub pull requests
Websites: Webflow development, Webflow CMS, responsive and pixel-perfect implementation, campaign templates
Industries: fintech and banking, health, B2B SaaS, startups
Tools: Figma, Webflow, Claude Code, GitHub

EDUCATION

Bachelor's Degree in Digital Design · Federal University of Pelotas (UFPel), Brazil · 2011 – 2019
Development and AI · curso.dev, with Filipe Deschamps · In progress
Design Leadership · How Bootcamps, with Anderson Gomes · 2019

LANGUAGES

Portuguese, native · English, professional working proficiency (B2, in progress at Do It English)