

Raffael Welcome

UI / UX Designer

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I bring an multidisciplinary skill set and creative problem-solving approach to create products and experiences people love to use. Persistence, curiosity and an obsessive attention to detail define me. With a background in web development , experience as a digital designer and developer, I am competent in all aspects of the design process.

Experience

Product Designer

BT
Jun 2022 - Present

- Help shape the future of BT's digital experiences, translating user needs and business goals into compelling usable and consistent journeys, digital products and services for our customers.
- Working closely Product managers, key stakeholders and engineers to guide the development of UI and support designers in other product teams in adopting and improving the system.

Senior UI Designer

Dev Clever
July 2021 - May 2022

- Designing new experiences & layouts that evolve and define visual systems and generate a new visual language
- Preparing and present rough drafts to internal teams and key stakeholders
- Create wireframes, diagrams, user interfaces and workflows to deliver on complex usability solutions

Senior UI/UX Designer

Croner Group
Nov 2018 - Apr 2020

- Improved key product features for greater user engagement and productivity. Led observational studies, designed user flows, and communicated them effectively through mockups, prototypes and visual design assets.
- Experienced working with an Agile development process
- Evaluate the technical feasibility of alternate design approaches, considering the cost of implementation and the anticipated value to customers.
- Work with product management, design teams and development to analyse customer requirements and propose suitable application solutions.
- Proficiency in design tools as Adobe Creative Suite.
- Experience in user research, system architecture, wireframing
- Knowledge in prototyping tools such as Adobe XD, Figma, Sketch, Invision & Axure.
- Understanding of front end development including HTML, CSS and JavaScript.
- Conducted A/B and multivariate testing.
- Using analytics, using data to inform decisions.
- Maintaining online style guides which align to the Croner Group branding.

UI/UX Designer

Independent Clinical Service Group
Sept 2016 - May 2018

- Leading the design for Faber on demand, a shift matching and timesheet management app. Delivering and testing design prototypes for Android, IOS, web and desktop. Working with PMs and engineers to define features.
- Developed brand identity and creative strategy for marketing campaigns
- Developed information architecture, task flow maps, wireframes and high fidelity visual design mockups.
- Developed product vision proposals that may be used to design complete systems, environments and features.
- Analysing various goals to map out user flows for current and new features.

Digital Designer

I O Studios

May 2015 - Sept 2016

- Worked closely with CEO, front end & back end devs to develop I O Studios App and Website. Implemented the company's long and short term goals.
- Assisted marketing with visual design.

Front End Developer

Entrepreneurs Circle

Oct 2014- May 2015

- Overseeing the digital printing operation and in-house finishing.
- Preparing artwork for print.

Graphic Designer

IDM Design

Jun 2014 - Aug 2014

- Overseeing the digital printing operation and in-house finishing.
- Preparing artwork for print.

Front End Developer (Apprentice)

Media Links Online

May 2012 - Oct 2013

- Designing, developing and maintaining websites for companies Automotive brands (Kawasaki , Suzuki, Honda, Moto Guzzi, Ducati and Triumph.)
- Performing quality assurance and troubleshooting code rendering across multiple desktop and mobile devices.
- Presenting concepts and ideas consistent with company branding guidelines to client stakeholders
- Building wireframes & prototypes which were developed into functional and responsive digital products.
- Knowledge and Understanding of front end development including HTML, CSS and JavaScript.

Education**TDM WYRE Academy Apprenticeships**

CIW Internet Business Associate CIW Site Development Associate

May 2012- May 2013

Sutton Coldfield College

BTEC National Diploma in Media Production

Sept 2007 – July 2009

Skills

Photoshop

Illustrator

Indesign

After Effects

Adobe XD

Sketch

Figma

Invision

Html

Css

Javascript