Rafael Balbi Bandeira Reis

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Brand and Visual Designer | Creative Operations Lead | Brand Systems

SUMMARY

Brand and visual designer with 15 years of craft: identities, brandbooks, typography, iconography, illustration and motion direction, for brands from a São Paulo beauty studio to Canadian software companies and live venues in Rio. For the last four years I have also led the 12-person design and video team at Alura, Brazil's largest EdTech, building the systems that keep a brand consistent at scale: 42% less rework, 30% more quarterly output. I design brands that non-designers can use on their own. Based in Barcelona with EU work authorization. Native Portuguese, professional English, learning Spanish.

EXPERIENCE

Alura | Brazil (remote)

Creative Operations Lead and Chapter Leader | June 2022 - Present

- Lead the team and operations behind design and video at Brazil's largest EdTech, serving five internal client teams and more than 120 courses per quarter.
- Designed the visual system behind the courses: slide and video templates, an icon system and an illustration system for recurring characters, plus AI workflows and n8n automations that turn teaching notes into edit marks.
- Mapped every production pipeline through usability audits and research with more than 12 professionals, documented in Notion and ClickUp.
- Rebuilt the asset library into a lean collection, 90% smaller, where every asset has a purpose, a trigger for use and an owner.
- Set targets, track output and rework, and give regular feedback; moved the team from taking tasks to owning projects and grew seniors and leads from inside.
- Act as the main contact for client teams and trained them in design basics, so briefs arrive ready to produce.
- Results: 42% less rework caused by communication gaps and 30% more quarterly output. The team grew from 4 to 12 people as its results drew professionals after company restructurings.

Alura | Brazil (remote)

Design Instructor | January 2017 - June 2023

- Taught design, illustration and creativity courses, and built the platform's art and design course portfolio.

Meteor and Galaxy | Remote, Canada

Brand strategy and visual design (freelance) | 2024 - 2025

- Audited years of brand use and talked with the community, then worked with the CEO and stakeholders to validate each step before drawing it.
- Redesigned both identities. Galaxy's redesign showed a wider market than Meteor's, so the two brands got a new relationship: related, each with its own visual identity.
- Wrote brandbooks for developers and marketers, a Canva Brand Kit and an open Notion repository of assets and rules.
- Ran three long-form workshops on design principles and on using the new identities day to day.

Café com Dungeon | Brazil (remote)

Founder and Content Strategist | February 2018 - Present

- Founded and run an award-winning tabletop RPG and game studies podcast with more than 1,000 episodes and three Goblin de Ouro awards for best podcast.
- Rebuilt its production system in Notion, indexing years of episodes so research is reused instead of started from zero.

- Results: 45% growth in average listener support and more than five times the revenue from ads and partnerships.

Pelú | Freelance
Brand Designer | 2021
- Built a complete identity for a São Paulo hair and beauty studio: logo, palette, patterns, key visuals and Instagram templates the team uses on its own.
- Three visual evolutions set by the owner as the studio changed.

Weird Games & Weirder People | Freelance
Brand Designer and Illustrator
- Redesigned the identity of a tabletop RPG podcast from listener research and pencil sketching: logo, cast of characters, social templates, Patreon cover and merch.
- Results: more than 100 pencil sketches, three characters created and more than 20 positive reviews of the new identity in the first week.

Miranda Brasil | Rio de Janeiro, Brazil
Senior Visual Identity and Production Designer | April 2014 - March 2018
- Led brand design across physical venues, environmental signage, wayfinding and promotional collateral, keeping one brand expression across physical and digital spaces.
- Prepared proposals, pitch presentations and visual frameworks for competitive corporate tenders, defining artistic direction and technical specifications.
- Worked with operational leads, client teams and external suppliers to keep material craft and visual hierarchy under tight deadlines.

EDUCATION

Centro Universitário da Cidade (UniverCidade) | Rio de Janeiro, Brazil
Bachelor's Degree in Industrial Design | 2008 - 2012
- Core study in visual methodology, typography, human factors and ergonomics, 3D form, materials and user-centered design.

SKILLS AND EXPERTISE

- **Brand and visual design:** Visual identity, typography and layout hierarchy, iconography, illustration and motion direction, color systems and accessibility, brandbooks, templates, Figma components and tokens.
- **Operations and leadership:** Team leadership, feedback and coaching, process mapping, metrics, client and stakeholder management, onboarding and training.
- **AI-enabled production:** Prompt libraries, generative workflows (Claude, Gemini, Midjourney, ComfyUI), quality standards for on-brand output.
- **Software:** Figma, Adobe Creative Cloud, Canva, Microsoft Office and Teams, Google Workspace, Notion, ClickUp, n8n, Frame.io.
- **Languages:** Portuguese (native), English (professional), Spanish (learning).

CERTIFICATIONS

- **DesignOps Strategy Bootcamp:** DesignOps Lab (January 2024)
- **Business Agility and UX Design Careers:** Alura (2020 - 2021)
- **Legal Design Masterclass:** Estúdio Linte (August 2022)