




Rafael Silva

 Graphic Designer & Web Designer

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Professional Summary

Creative and results-oriented **Graphic & Web Designer** with 4+ years of experience delivering impactful visual solutions and high-conversion websites. Skilled in **graphic design, branding, digital and print materials, UX/UI, and WordPress development**. Adept at transforming ideas into engaging visuals and websites that strengthen communication, improve user experience, and drive measurable results.

Professional Experience

Freelance – Graphic & Web Designer | 2021 – Present

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

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

- Built **conversion-focused websites** for service businesses.
- Designed **visual layouts and graphics** aligned with branding.
- Optimized designs for **SEO, performance, and user experience**.

Graphic & Web Designer – Agência Dígito | Nov 2024 – May 2025

- Led **redesign projects**, enhancing visual appeal and lead generation.
 - Created **corporate graphic materials, campaign visuals, and website layouts**.
 - Worked closely with marketing teams on **integrated design strategies**.
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Key Skills

- **Graphic Design:** Photoshop, Illustrator, Figma, Canva
 - **Web Development:** WordPress, HTML, CSS
 - **Branding & Visual Identity**
 - **Digital and Print Design**
 - **UX/UI & Conversion Optimization**
 - **Creative Project Management**
 - **Effective Communication & Team Collaboration**
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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**.
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Languages


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

Interests

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

Portfolio & Contact

 rwebbusiness.com

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