



Raul Queiroz

Brazilian, 43 years old, married

www.logro.com
[in /in/logro](https://in.linkedin.com/in/logro)

Intention

Principal Designer
Senior Design Manager
Design Director

Rio

Rua das Laranjeiras, 243/403
Laranjeiras - Rio de Janeiro
CEP 22240-003
Cel.: (21) 9.7095-3384

Education

Degree in Graphic Design,
Faculdade de Belas Artes
de São Paulo

Courses

Product Mastery: 20 Video Lessons (Product School)
Branding Strategist (Administradores.com)
Leadership: A Masterclass with Daniel Goleman (Administradores.com)
Creating a Culture of Service (LinkedIn Learning)
Growth Hacking (Programming Hub)
Lean Six Sigma (LinkedIn Learning)
Bootcamp DesignOps (How Bootcamps)
Design System: creation, management and governance (UXCO)
Operational Excellence Foundations (LinkedIn Learning)
Emotional intelligence (Conquer)
Hello Design Thinking (IDEOu)
Product Manager in Practice (Product Arena)
UX Research - Qualitative (Product Arena)
EXIN Agile Scrum Foundation (Daryus/HSI Institute)
PEIEX/APEX (Puc-Rio)
Innovation Management Support Center (Puc-Rio)
Starting a small big business (SEBRAE-SP)
How to sell more and better (SEBRAE-SP)

Resume

I'm a Designer, Art Director, and Illustrator, with 25 years of experience. I've been managing creative teams for the last 15 years and, since 2014, I've been working with digital products of many types, adding my design experience to business, advertising, and marketing skills.

In 2018, I was hired as the Head Designer at Rede D'Or, which is the biggest health company here, in Brasil, under Digital Transformation Chapter. We form a poll of 62 hospitals all over the country. I aimed to create, develop and scale the design team and its discipline spread to the company. Today, my team has 17 people, such as designers, product designers, researchers, copywriters, and so on.

Professional experience

Rede D'Or São Luiz

Head Designer
10.2018 | Current

My main focus, aside from helping and supporting my team as a whole, is to insert design within the company's top management framework, showing how design can optimize and make the vision of customer centrality work essential to achieve the business goals.

My main task is to guarantee the design excellence of healthcare digital products through quality checkpoints, providing solutions based on the UX standards and updates of the design library.

To do this, my scope includes service management, and experience management, all work related to user interfaces, and maintenance of the Rede D'Or full digital products ecosystem.

My range of products includes websites, web applications, native applications, management systems, conversational solutions such as chatbots, and some of the operational processes inside hospitals.

My team is also responsible for the design system, and all creative direction of product marketing campaigns.

Humans Creative Group

Partner & Creative Director
03.2013 | 09.2018

As a Creative Director I'm responsible for the conceptualization for all campaigns, visual design, user experience, user interfaces, approbation of all kind of creative material made by team or freelancers etc. In addition to that, I could create, maintain, sell and coach, product discoveries and developments of all kind of scopes.

Clients served: Reserva, Rede Globo, Multishow, Readers Digest, TIM, MedGrupo, Revista Tatame, Banda Black Rio, ATC-Rio, Florida Cup, Patricia Pillar and others.

Binder Visão Estratégica

Creative Supervisor
07.2011 | 12.2012

I was responsible for concept, management and production of all campaigns, visual design, user experience, user interfaces and approbation and production management of all kind of creative material made by online team. In addition, I could start and maintain a digital transformation process during 8 months with several products and businesses created, some of which were launched.

Clients served: KFC, General Motors, Ágora Corretora, Mercatto, Citycol, Bradesco Corretora, Prefeitura do Rio de Janeiro, Governo do Estado do Rio de Janeiro, Funenseg, MDL, Botafogo Praia Shopping, Rio Negócios, Rede Globo, Shopping Nova América and others.

Reperse Comunicação

Digital Coordinator
03.2010 | 07.2011

I was responsible for creative management and production of all campaigns, visual design, user experience, user interfaces, flash production and development. Also, I was responsible for create, manage and scale all operational processes of digital department.

Clients served: Oi, Cultura Inglesa, Editora Record, Editora Campus-Elsevier, WWF Brasil, Barra Shopping, Bombril, ActionAid Brasil, Shell, Médicos sem Fronteiras and others.

Juice Comunicação

Head of Art
08.2009 | 02.2010

I was responsible for concept, management and production of all campaigns, visual design, user experience, user interfaces, approbation and production management of all kind of creative material made by team or freelancers.

Clients served: Mitsubishi Motors, Top Target, Paralelo 35, Haras Mandala, Haras do Barulho, Raul Furtado and others.

Before that...

Canvas Webhouse
Art Director
01.2009 a 06.2009

Selulloid AG
Art Director
04.2008 | 12.2008

Addcomm
Art Director
10.2007 | 03.2008

Sirius Interativa
Art Director
06.2007 | 09.2007

Simples Studio
Art Director
11.2006 | 05.2007

Selulloid AG
Webdesigner
02.2006 | 11.2006

Shoptime.com
Graphic Designer
06.2004 | 11.2005