



Raul Queiroz

Brazilian, 46 years old, married

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Intention

Principal Designer

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

High-Performance Leadership
(G4 Educação)

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

As a Designer, Art Director, and Illustrator, I bring 25 years of experience to the table, with the last 15 years spent managing creative teams. Since 2014, I've been working with various digital products, combining my design expertise with business, advertising, and marketing skills.

In 2018, I joined Rede D'Or, Brazil's largest healthcare company, as the Head Designer within the Digital Transformation Chapter. The company comprises a network of 72 hospitals nationwide. My primary objective was to establish, develop, and scale the design team and foster the spread of design discipline throughout the organization. Today, my team of 17 professionals includes designers, product designers, researchers, copywriters, and more.

Professional experience

Rede D'Or São Luiz

Head Designer
10.2018 | Current

As a Head of Design, my primary responsibility is ensuring design excellence for healthcare digital products by implementing quality checkpoints and offering UX-standard solutions while updating the design library. In addition to supporting my team, I strive to integrate design within the company's top management framework, demonstrating how it can optimize customer-centric approaches and contribute to achieving business goals. My role encompasses service and research management, experience management, and design management, all pertaining to user interfaces and maintenance of the Rede D'Or full digital products ecosystem.

I actively engage in shaping and delivering various UX, UI and Service Design projects while collaborating with multiple stakeholders across the product lifecycle. This has a direct impact on product features and leadership decisions, involving managing all operational aspects of the Design Team, including services, strategies, creativity, delivery, and scalability. Additionally, I oversee the product design management for Rede D'Or São Luiz company's websites and their services platform, as well as operational management and team development of the UX Research team. My focus is on the development, maintenance, scaling, and evangelization of all user-centered design guidelines and policies, including DesignOps and Design System Ops. My product expertise spans websites, web applications, native applications, management systems, conversational solutions like chatbots, and certain operational processes within hospitals.

Humans Creative Group

Partner &
Creative Director
03.2013 | 09.2018

As a Creative Director, my responsibilities encompass conceptualizing campaigns, overseeing visual design, user experience, and user interfaces, and approving various creative materials produced by my team or freelancers. I am also skilled in creating, maintaining, selling, and coaching product discoveries and developments across diverse scopes.

As a partner, I managed the agency's general administration, including cash flow, supplier relationships, and business modeling. Additionally, I have conducted numerous business consultations for established brands and startups, involving competitive and opportunity analysis, strategic, commercial, and operational planning, branding (visual identity, (re)positioning, brand architecture), and experience (journey mapping, concept development, service design, information architecture, and interface design).

In these roles, I have also been actively involved in research coordination, facilitation, mentoring, and monitoring results to ensure the successful execution of projects.

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 held responsibility for the conception, management, and production of all campaigns, visual design, user experience, and user interfaces, as well as the approval and production management of various creative materials generated by the online team. Additionally, I initiated and sustained a digital transformation process for eight months, leading to the creation of several products and businesses, some of which were successfully 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.

Repanse 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.

Before that...

Juice Comunicação
Head of Art
08.2009 | 12.2010

Canvas Webhouse
Art Director
01.2009 | 10.2009

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
11.2009 | 05.2007

Selulloid AG
Webdesigner
02.2006 | 11.2006

Shoptime.com
Graphic Designer
06.2004 | 11.2005