

Ricardo Pletes

Strategic Designer

www.ricardopletes.design

ricardo.pletes@gmail.com

+34 610 841.005 | +55 11 99477.3003

Valencia, Spain

EU citizenship

Brazilian citizenship

Education

MSc. Strategic Design

Master's degree. UNISINOS University (Brazil) POLI.Design (Milan) 2011/2013

Commercial Architecture

Graduate degree. UNISINOS University (Brazil) 2004/2005

Architecture

Graduate. ULBRA Lutheran University of Brazil 1995/2000

Certifications

Google Project

Management Certificate

Google 2023

Google UX Design

Professional Certificate

Google 2022

UI Design Patterns for Successful Software

Interaction Design Foundation 2022

Agile Methods for UX Design

Interaction Design Foundation 2022

Product Design

Parsons School of Design New York USA. 2003

Publications

Scientific papers in congresses and design yearbooks. Chapter of the book «Applied Strategic Design». Appearance in design books, design exhibitions and several digital publications.

I am a Product Designer, I hold a Master of Science in Strategic Design, and I have over 20 years of experience in solving users' problems, transforming, and valuing businesses through human-centered design. Always with real and measurable results.

Since graduating in architecture, I have always positioned the user as first priority. Architecture is made with the user in mind, human scale, use of the spaces, and sensations to be created. When advancing in the area of design, I added to this way of acting, knowledge and skills in Branding, Strategic Design, and Design Thinking, with my analytical skills, to deliver products that fit the user in the business needs.

Essentially, I'm a designer in a broad concept. Many years in the area, as an architect, furniture designer, graphic and package designer, branding consulting designer, professor, and product designer, have molded me into a problem-solver with a high balance of sides - analytical and creative, users and business. And, most important... I am continuously learning.

Management capability - I have managed multidisciplinary teams, investors, constructor engineers, vendors, and final clients as an architect. As a designer, this continues with the client, the outsourced crew of engineers, illustrators, and other stakeholders, managing the needs of each part to a common objective, but always with the final user in mind.

Deliverability and adaptability - understanding end-user needs in-depth, customer needs, time and budget constraints to responsibly and dynamically deliver projects that drive real results. Ability to think creatively and deliver clever concepts with high attention to details.

Solving user problems - perhaps here is my most significant contribution. Through strategic design methodologies, capability to interpret data, work with multidisciplinary teams, and responsibility for driving results, I have the ability to lead and contribute to the resolution of complex problems. Co-designing, Solving problems, and creating opportunities through design.

Always learning - I'm a fast learner and I'm very adaptable. Demonstrated by the different design areas I've been through - architect, furniture designer, graphic designer, branding, packaging designer, web designer, and UX / UI Product designer. Always using methodologies and inclusive visual communication in order to obtain a maximum shared understanding of the problem and ideas.

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Skills

Strategic design, Design thinking, Branding, Ux/ui Design, Leadership, Problem-solving, Critical thinking, Management, Analytics, Data-driven, Detail-oriented, Team player, Highly creative, Quick learner.

Design systems, Prototyping, Wireframing, Mood boarding, Storyboarding, Journey maps, Design research, Usability study, Affinity diagrams, competitive analysis, Design sprint, Atomic design system, UX Agile, Scrum, Responsive web design.

Tools

Figma
Adobe XD
InDesign
Illustrator
Photoshop

Languages

Portuguese - Native
English - Advanced
Spanish - Intermediate
Italian - Basic

Experience

Product Designer: 2010 - Present

Ux / Ui End-to-end design of responsive websites and e-commerce, adding branding strategy, valuing all points of contact with the brand, interactivity and usability. Definition of the visual language. Wireframing, prototyping, co-creation, and team leader composed of designers, engineers, and end-users. User flow and information architecture.

Branding and Packaging Designer: 2004 - Present

Design of numerous packages and labels for the most varied industries - food, beverages, wines, organics, among others. Mainly focused on SMEs. Branding strategies, brand valuation, product life cycle. Create technically feasible design solutions and translate product requirements to design ideation and feasibility. Creation and conduction of focus group for qualitative research. Prototyping and testing with users (usability study). Design team leader.

Camarès Communications (USA): Remote 2010 - 2022

Independent designer member of Camares Communications, responsible for visual design, graphic design (digital and offline), branding and identity. Conceptual design and creative strategies.

Adjunct Professor at Unisinos University (Brazil): 2012

Experience as an adjunct professor of product design, teaching design methodologies to students and advising on their projects. From this discipline came the book "Applied Strategic Design - a collaborative experience between university and company", in which I was responsible for the chapter - Graduation, discussion of methodology, and presentation of students' projects. Facilitator in the learning and co-creation process. Workshop for ideation and innovation.

Designer at Gad Design: 2001 - 2002

Designer member of the Environmental Graphic Design team, graphic signage projects for universities, stores, and art exhibitions. Responsible for graphic design, 3D, and mapping the user's journey. User journey map, defining user pain points, and prototyping.

Architect: 2001 - 2018

Residential and commercial architecture projects, both in teams of large construction companies and in my own office. Furniture design and detailing projects. Management of teams composed of architects, engineers, builders, suppliers, and stakeholders.

Architect - Porto Alegre Airport (Brazil): 2000- 2001

Part of the team of architects that worked on the Porto Alegre airport project in Brazil. Review of projects, adjustment of usability details, and executive finishing projects.