

Rogério Ximba

VISUAL DESIGNER

Portfolio <https://design.rogerioximba.com.br>
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Visual Designer working end-to-end, from the first idea and creative direction to final execution. I combine strong visual craft with product and business thinking to turn complex ideas into clear, engaging and well-crafted experiences.

EXPERTISE

End-to-End Visual Design, Art Direction, Visual Identity, Branding, Digital Design, Information Design, Data Visualization, UI Design, Visual Systems, Typography, Layout, Creative Direction, Figma, Adobe Creative Suite

SELECTED EXPERIENCE

Seu Influencer (*Feb 2026 - Present*) - Visual Designer and Digital Designer

Creator Economy platform connecting brands and content creators through campaign management, creator sourcing and performance analytics.

- Leading the end-to-end redesign of the platform, from product structure and visual direction to high-fidelity interface execution.
- Redesigning core digital experiences across onboarding, campaign creation, campaign management and analytics.
- Refining the platform's visual identity and UI language as part of a broader product relaunch.
- Contributing to the evolution of the brand identity, including logo redesign and visual positioning.
- Translating complex workflows and business requirements into clear, consistent and intuitive visual experiences.
- Using AI-assisted workflows for concept exploration, prototyping and visual iteration.

Maia Health Tech (*May 2024 - Feb 2026*) - Product Designer and Digital Designer

HealthTech company focused on helping healthcare professionals streamline clinical workflows.

- Worked end-to-end across product, marketing and digital design for an early-stage HealthTech SaaS.
- Designed high-fidelity product interfaces, onboarding experiences, feature launches and core digital workflows.
- Led the design and launch of the platform's AI-powered medical transcription experience, which became its flagship feature.
- Created visual assets across product, marketing and commercial initiatives, maintaining consistency across multiple touchpoints.
- Used product analytics and user behavior to continuously refine digital experiences and visual communication.

Humanizadas (Nov 2023 - Aug 2024) - Visual Designer

- Developed visual communication materials, executive presentations and institutional assets.
- Specialized in Information Design and Data Visualization.
- Created layouts and visual systems to communicate complex information and research findings.
- Designed data-driven materials focused on clarity, hierarchy and decision-making support.

Focus Areas: Information Design • Data Visualization • Visual Design • Communication Design

SKILLS

Visual Design: Art Direction • Branding • Visual Identity • Typography • Layout • Visual Systems

Digital: UI Design • Web Design • Digital Experiences • High-Fidelity Design • Prototyping

Information: Information Design • Data Visualization • Visual Storytelling

TOOLS

Figma • Adobe Suite • Mixpanel • HubSpot • Claude • Claude Code • Midjourney • Adobe Firefly

LANGUAGES

Portuguese — Native • English — Professional Proficiency

EDUCATION

Bachelor's Degree in Graphic Design

São Paulo State University (UNESP) | 2018 - 2023

Academic Exchange Program - USA

Arizona State University (ASU) | Jun 2015 - Jul 2016

Mechanical Engineering Studies

Federal University of Itajubá (UNIFEI) | 2013 - 2017