



**Est.1980**

# 10 facts you should know about me

*The short version*

Continue scrolling

## *Classic* Portfolio



Do you prefer something more traditional?

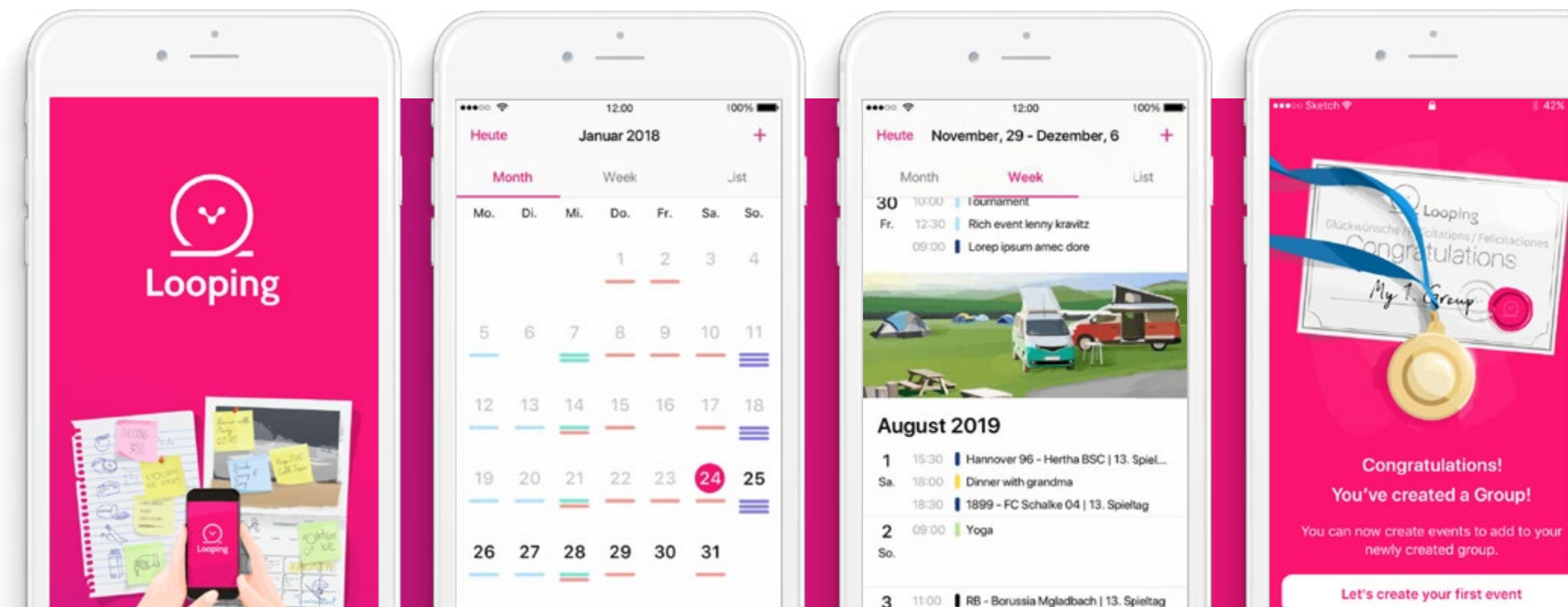
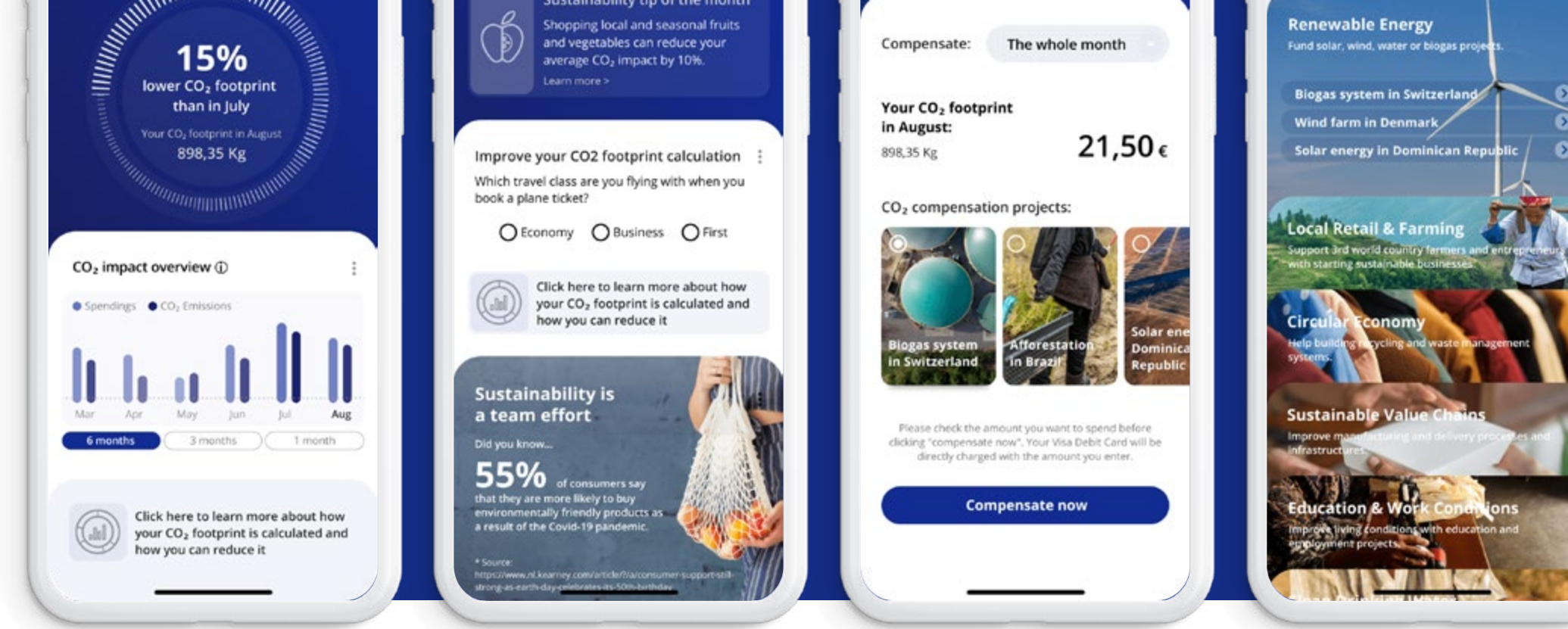
Ctrl/Cmd + Click here to view a classic showcase of my design works.

# 1

## I am a product designer with a background in Brand & Communication Design.

I began my career in classical advertising agencies, then transitioned to Brand & Communication Design, and subsequently to studios specializing in the development of digital products.

Over the past 9 years, I have been focused on UI/UX, as well as the development of new product ideas and digital services for startups and companies.





# During my time at Visa Europe, I played a key role in developing value propositions and services for new products.

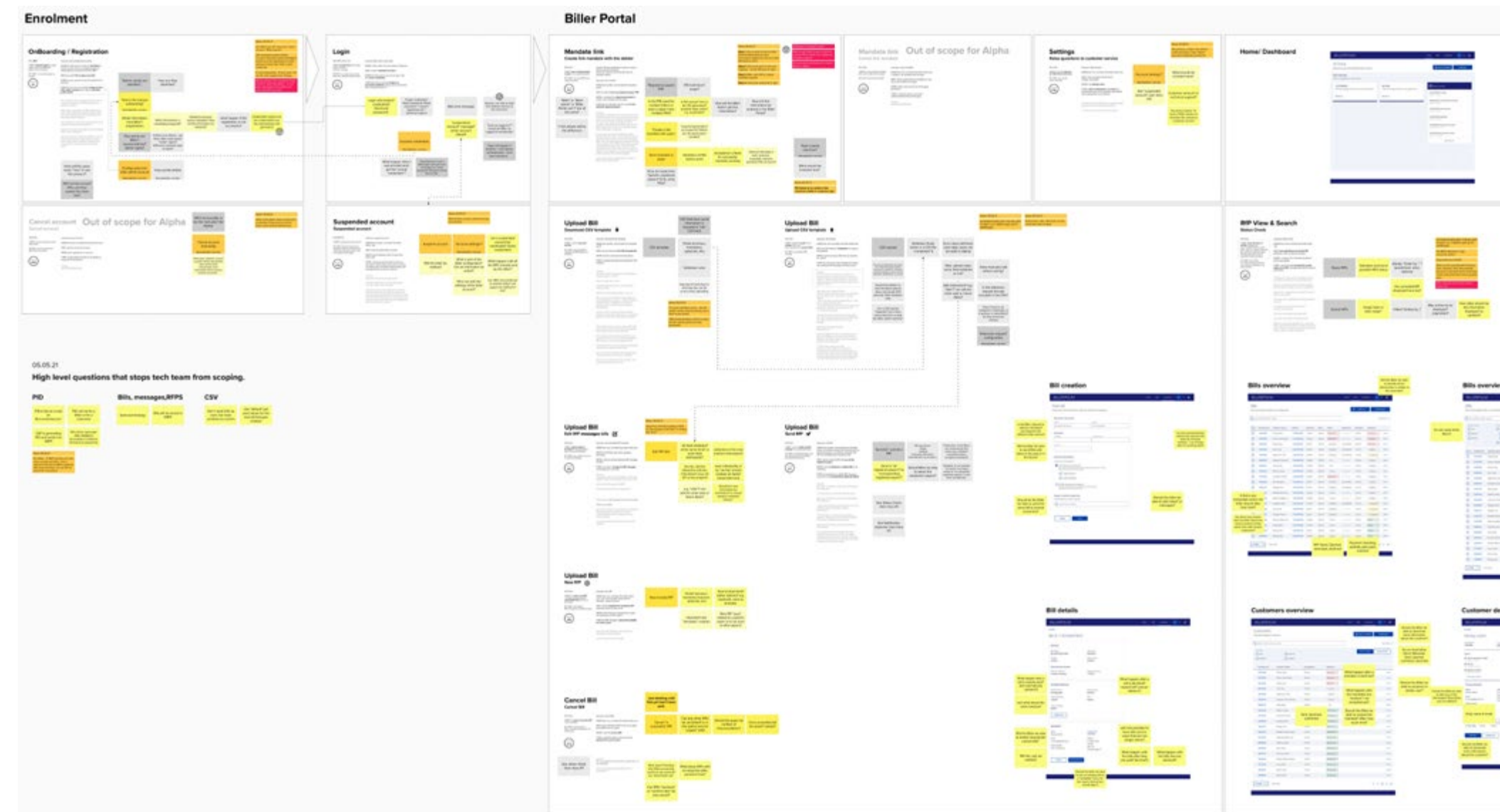
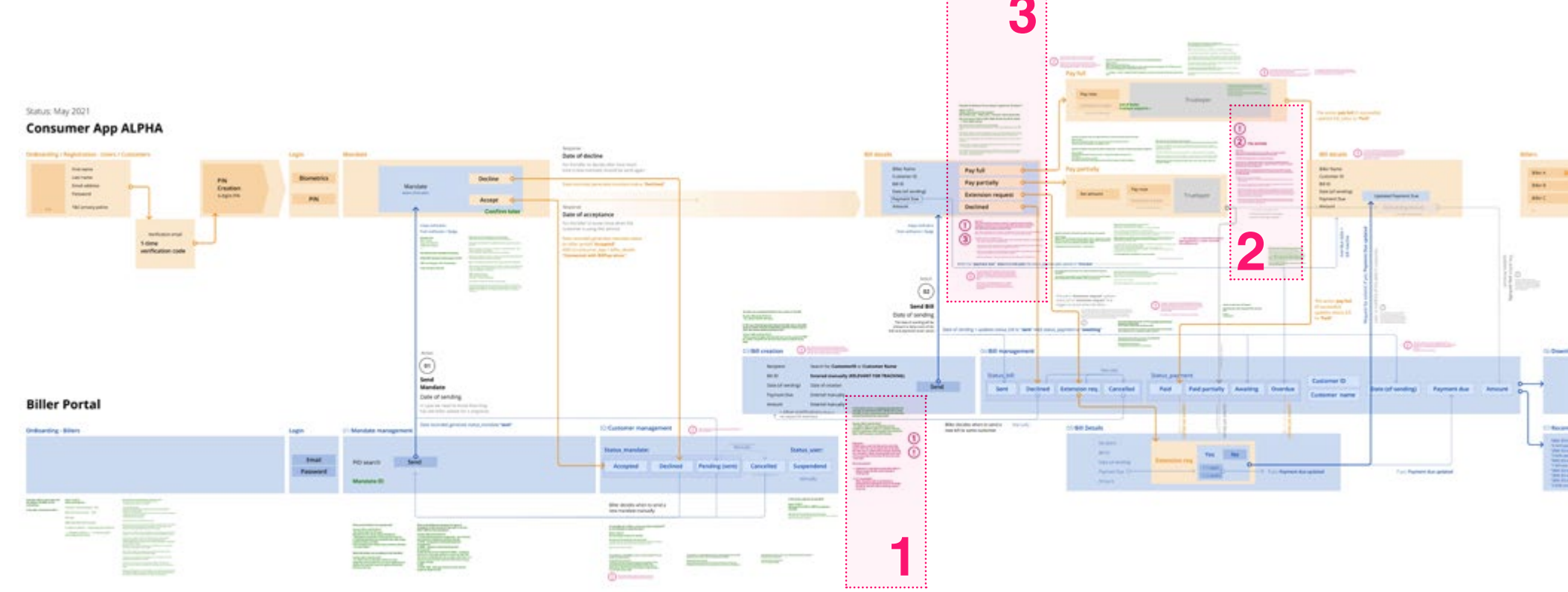
Due to a confidentiality agreement, my Visa projects from March 2020 to April 2024 aren't publicly available. However, I'm happy to present my design work during interviews or provide access to a password-protected portfolio for review.

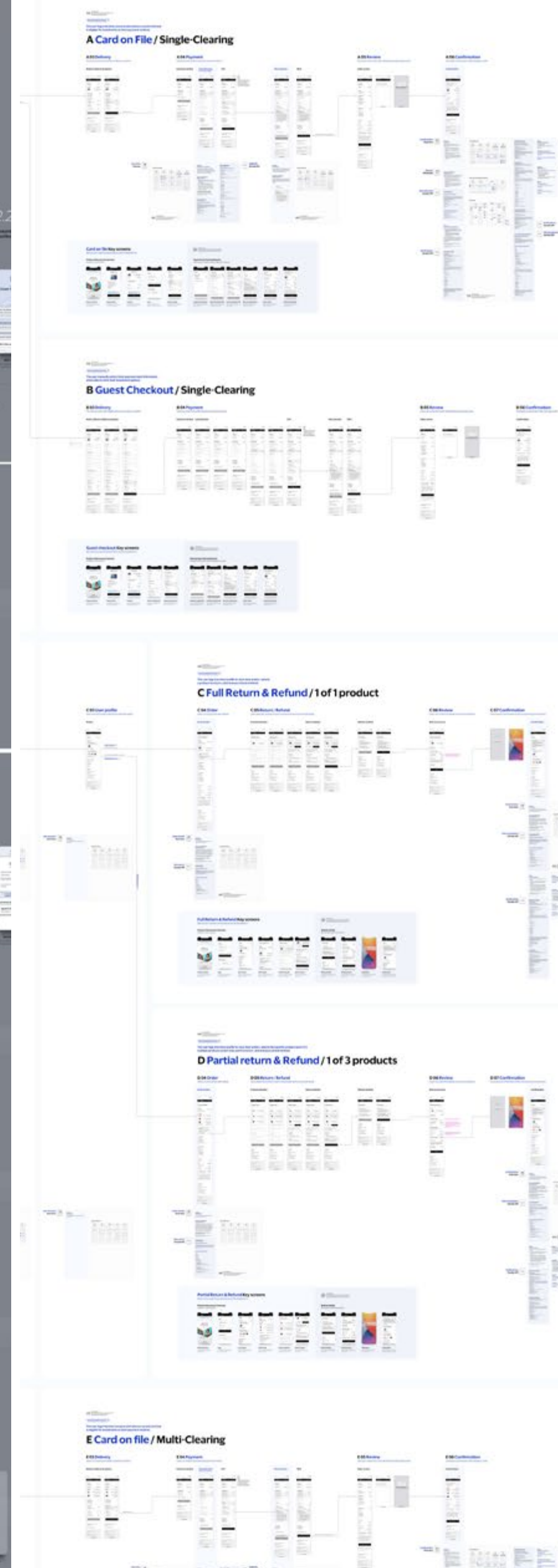
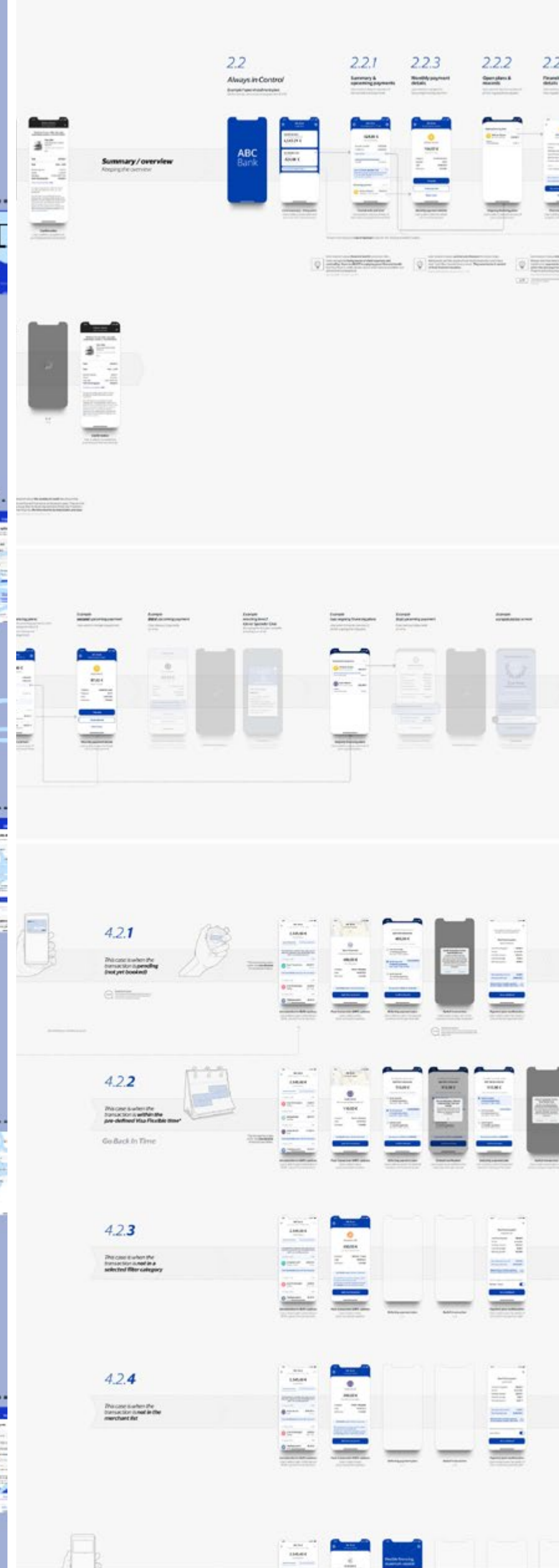
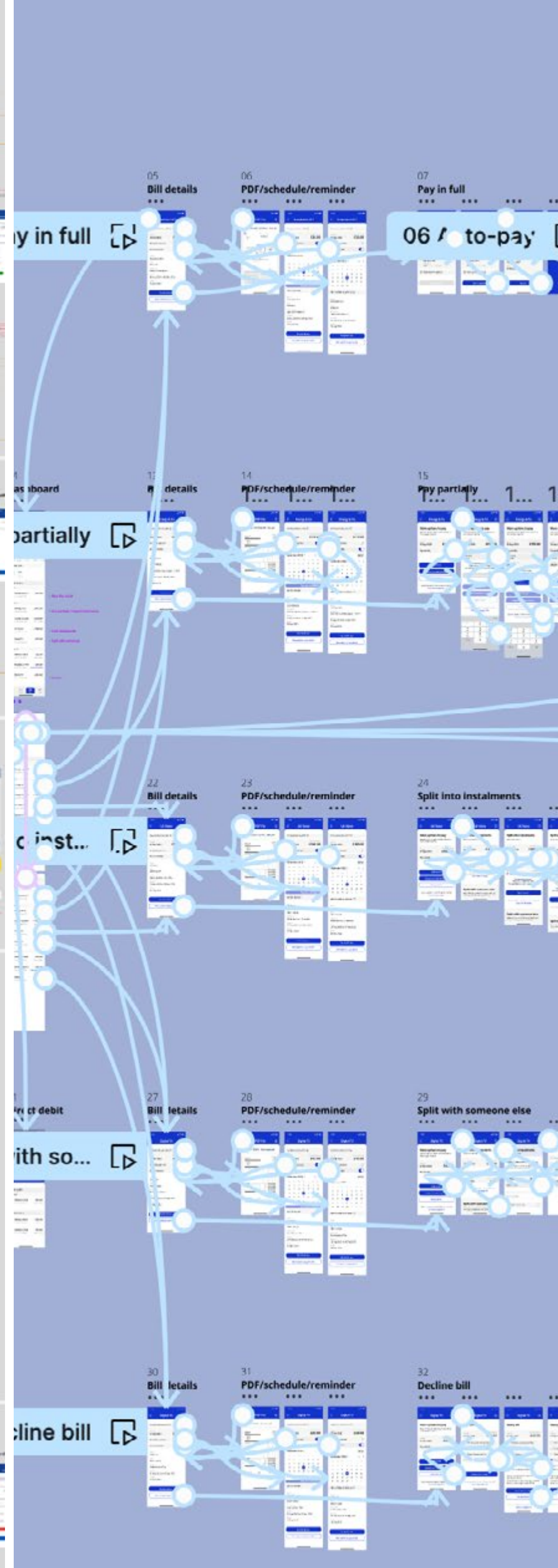


# 3

## My most significant learnings in the past years revolve around managing complex tasks.

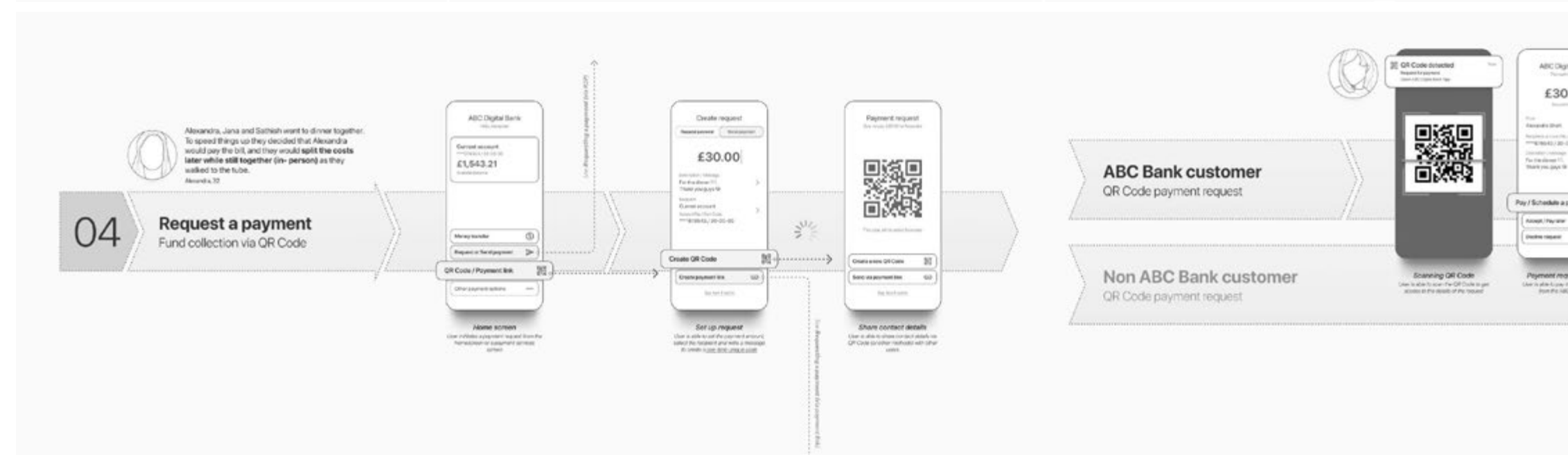
These include not only the challenges inherent in product development but also stakeholder management, effectively communicating the value of my work, and maintaining fluid communication channels.





# 4

During my tenure at Visa, I developed a comprehensive library of components for use in wireframing, aiding in conveying ideas more visually.

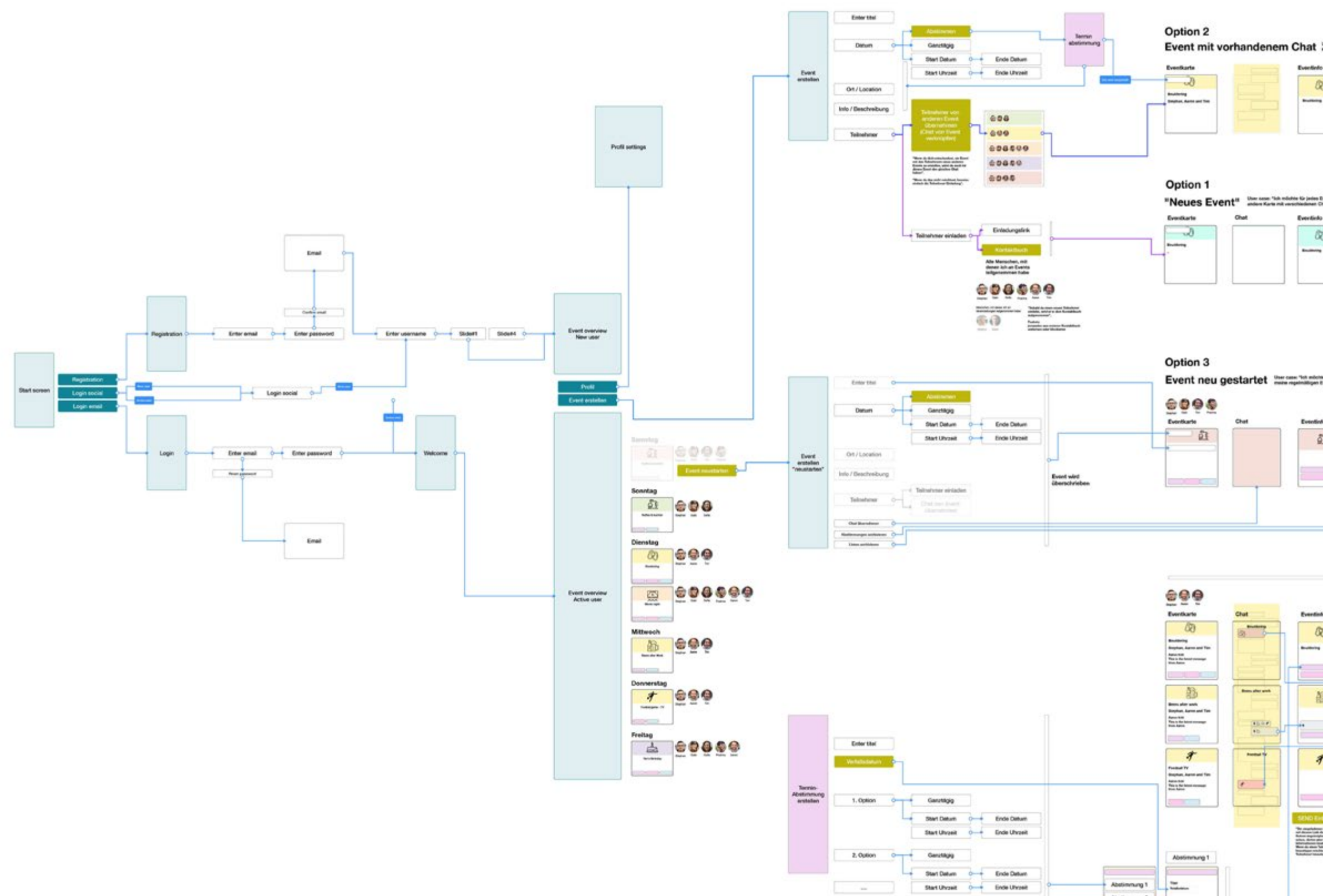
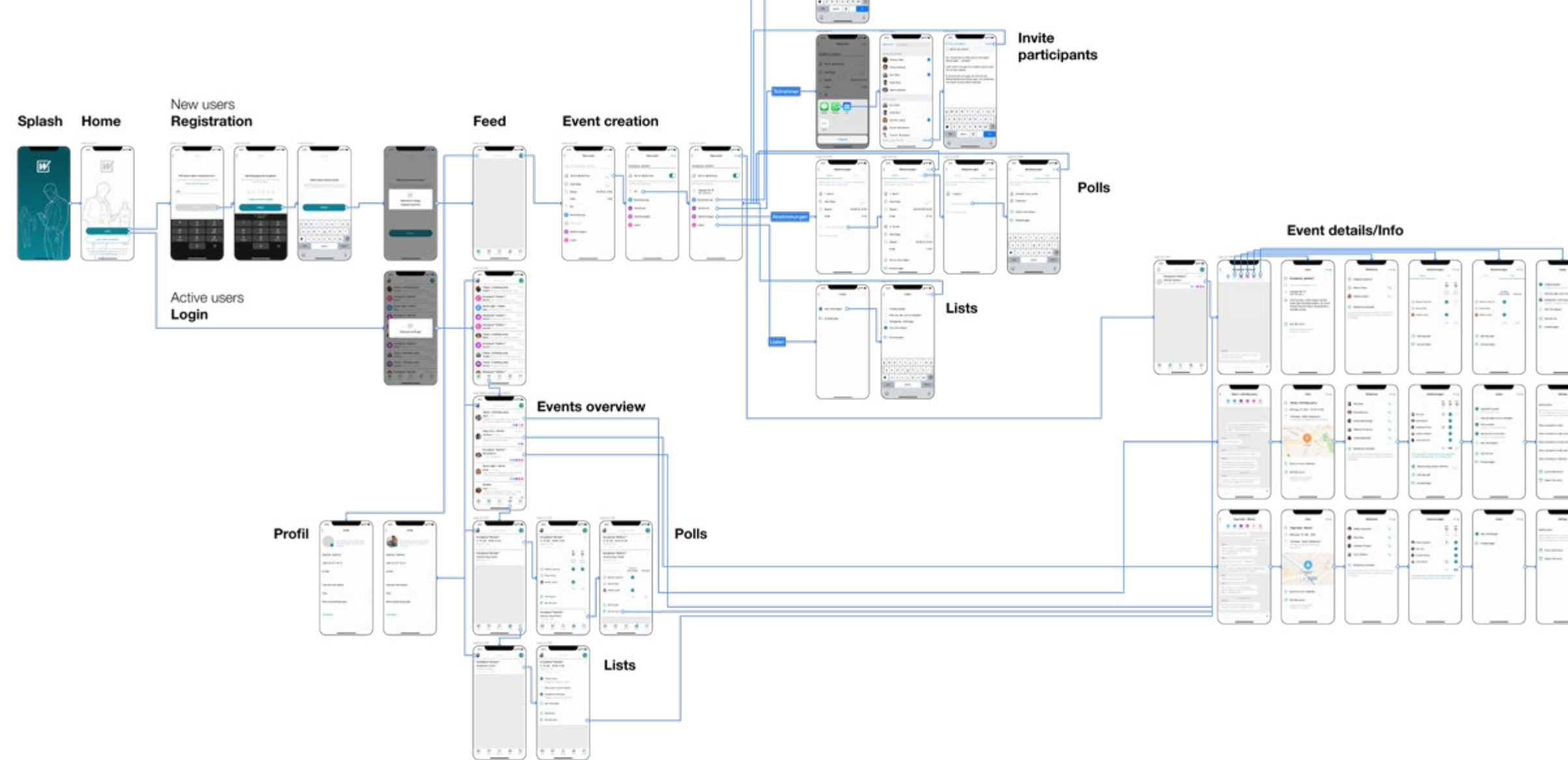




# My latest venture into entrepreneurship involved a lifestyle product.

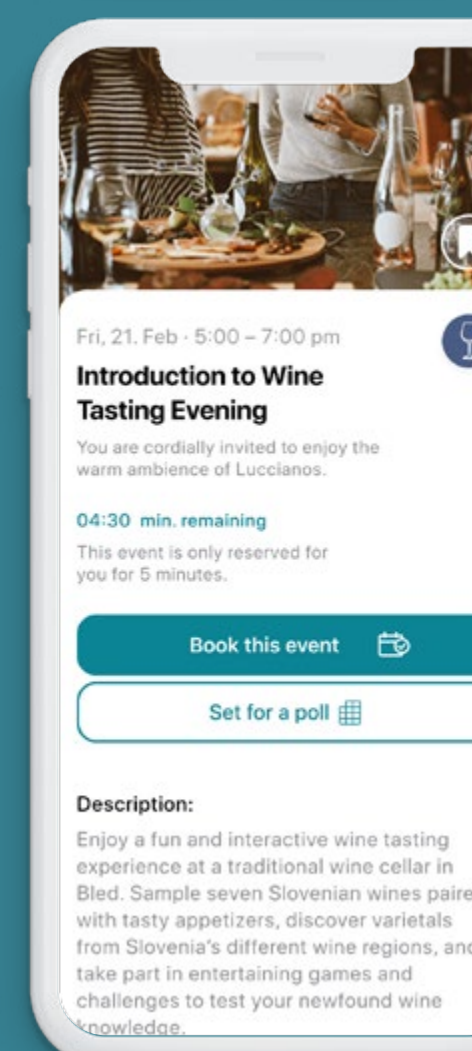
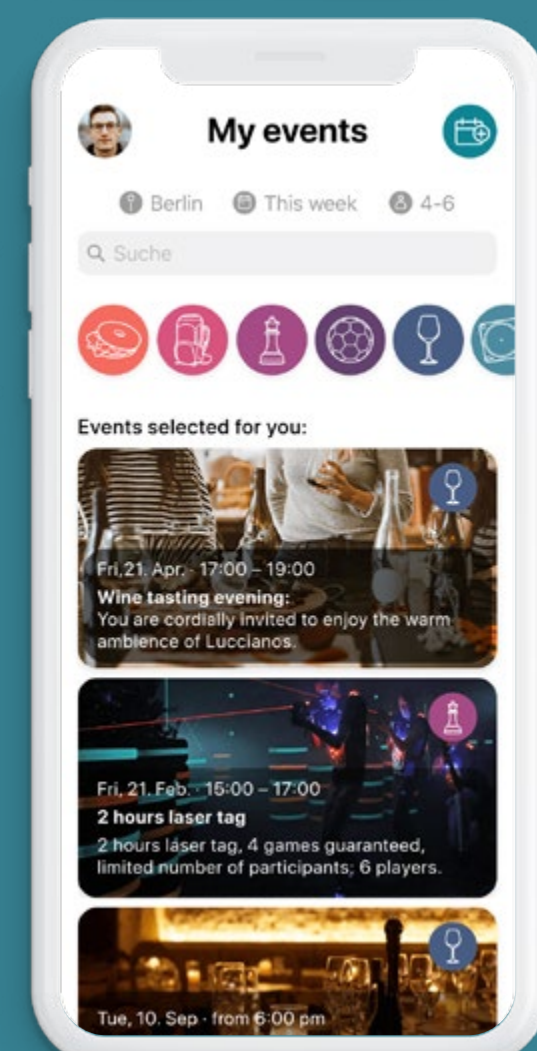
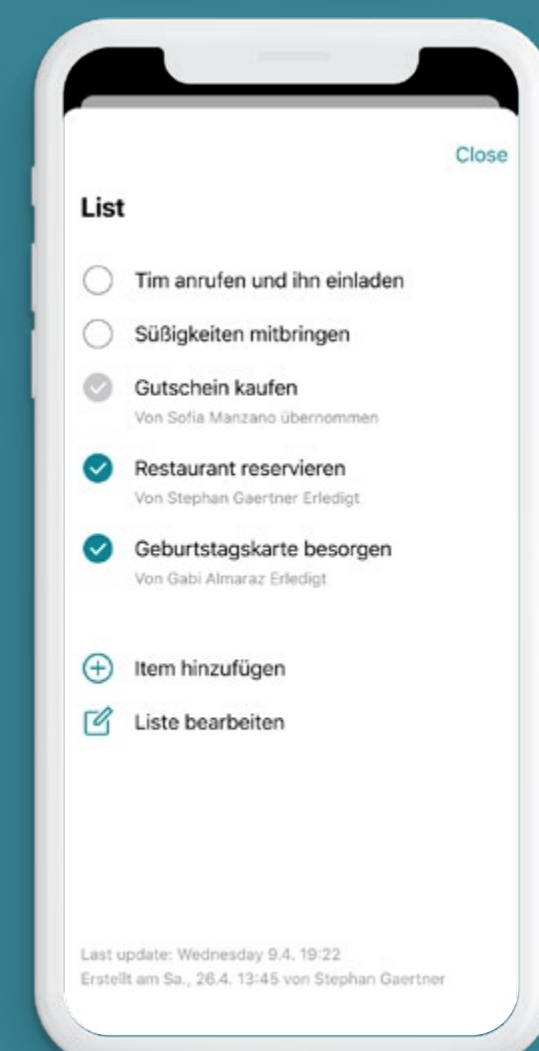
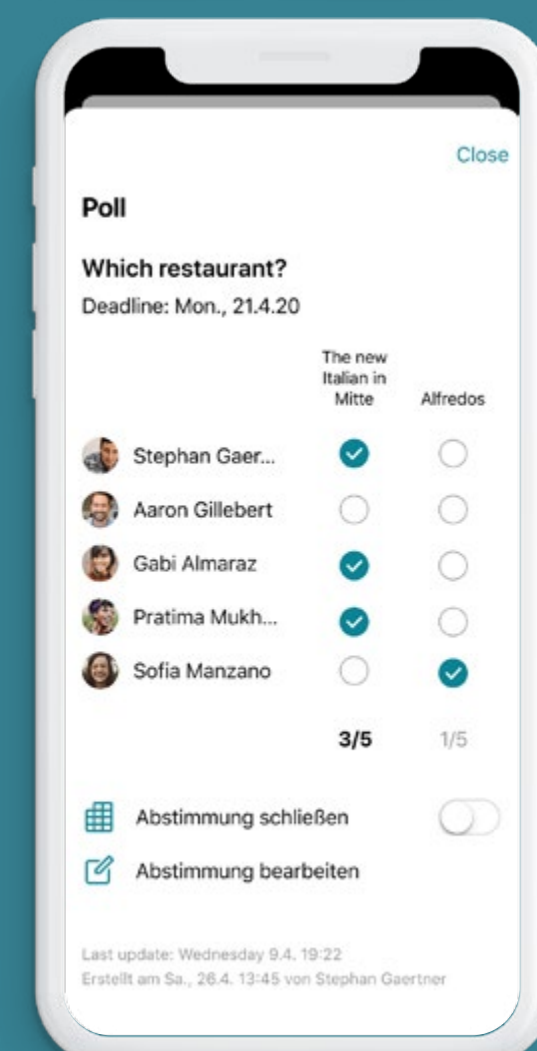
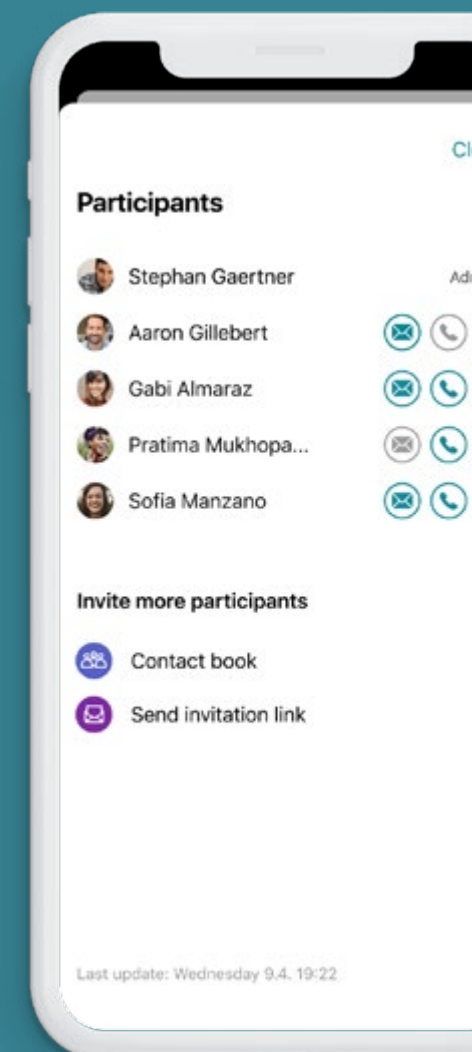
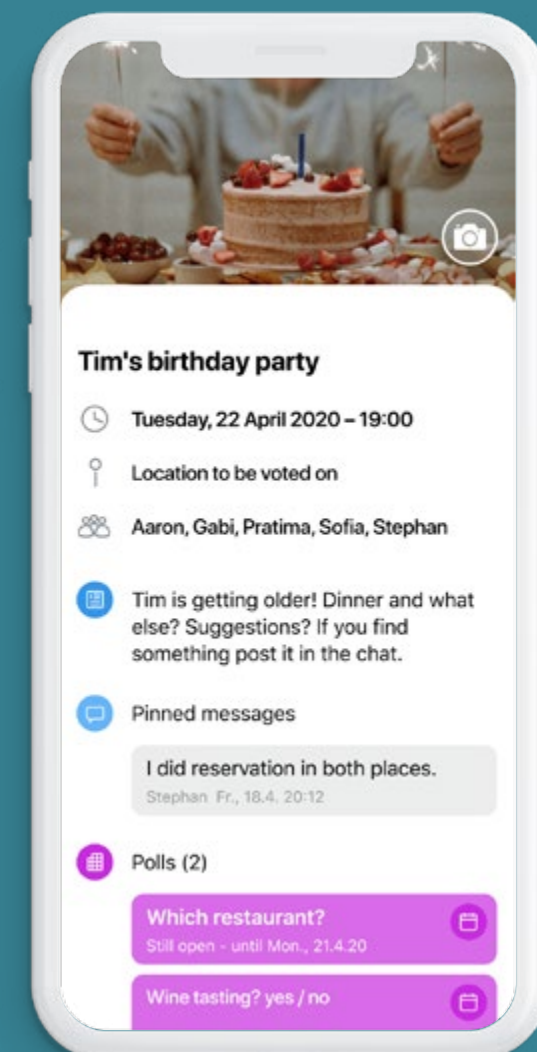
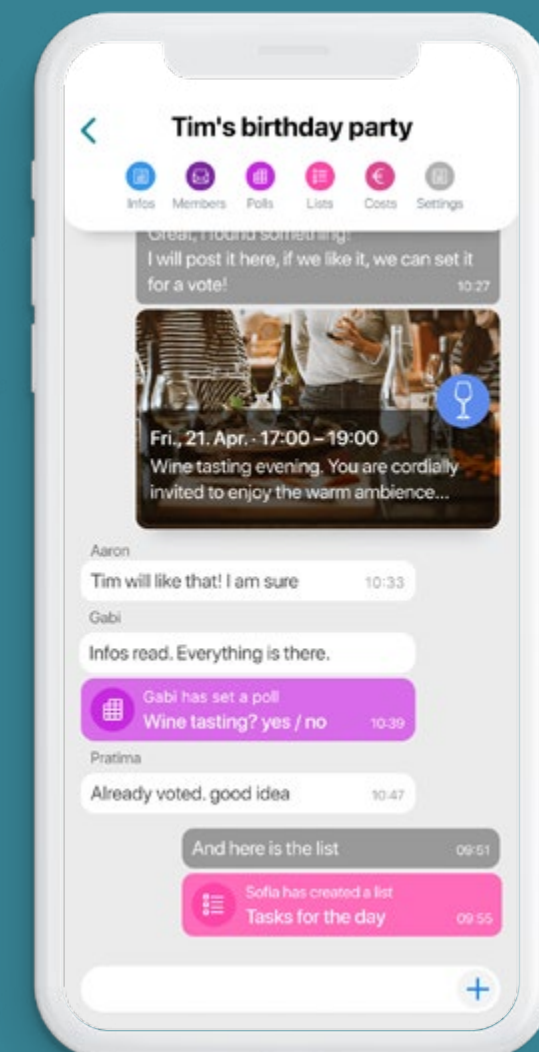
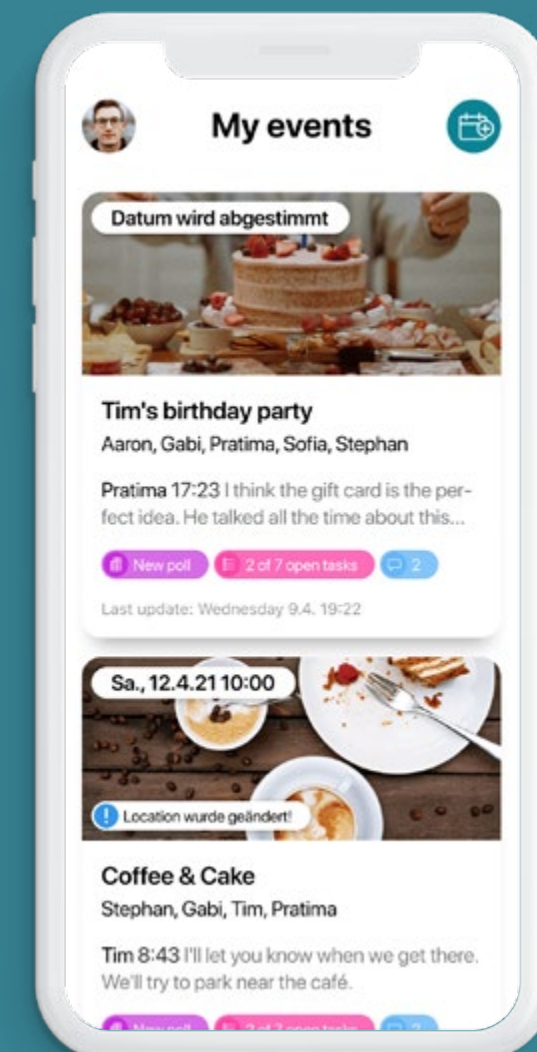
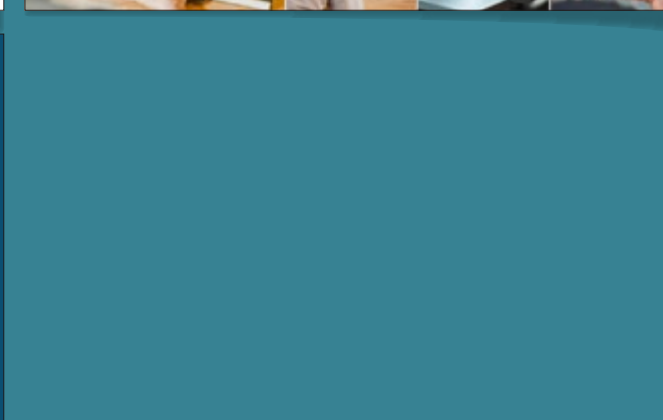
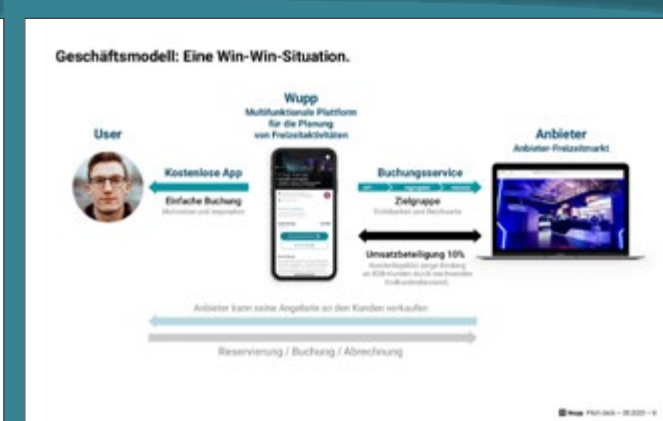
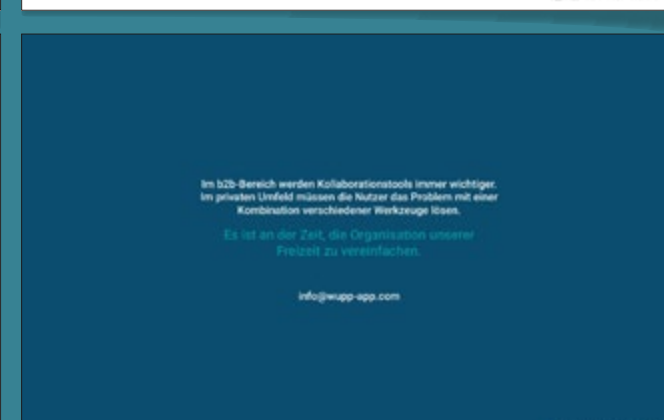
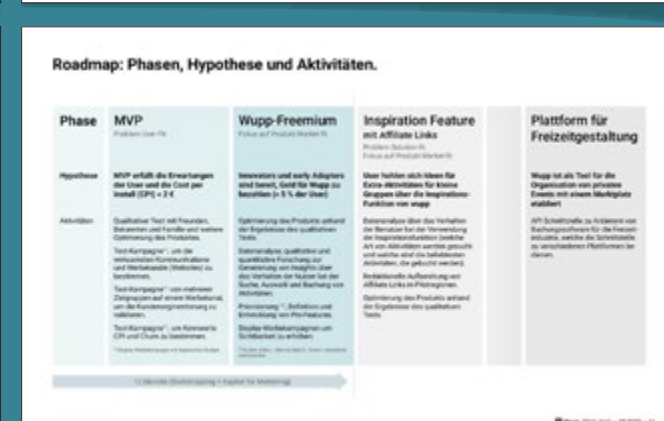
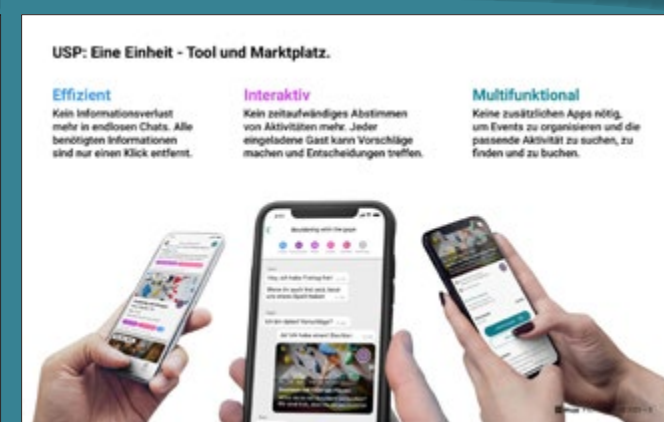
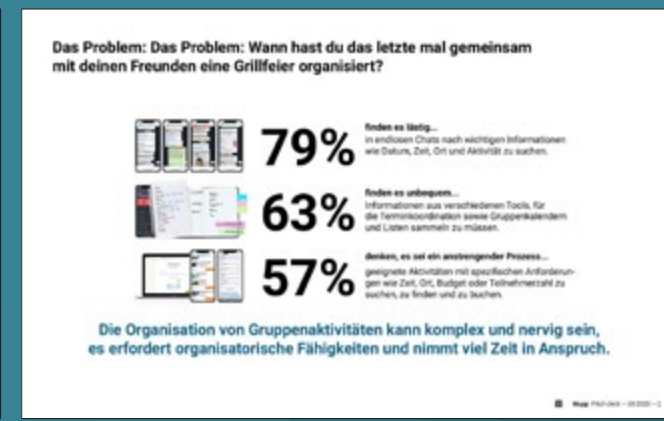
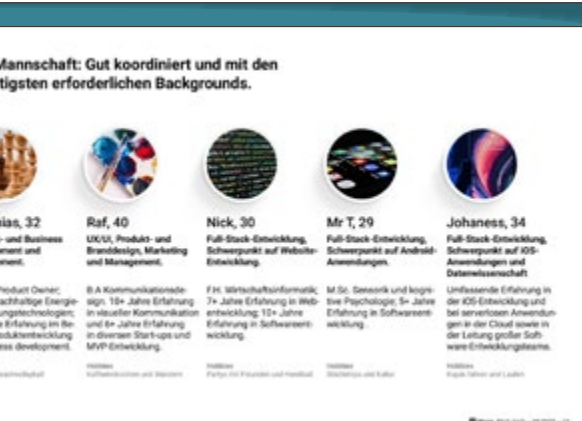
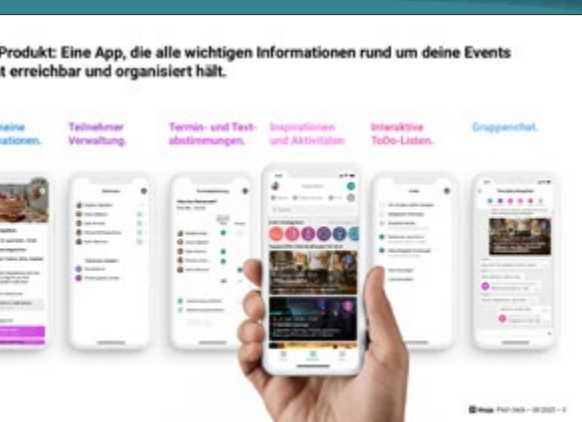
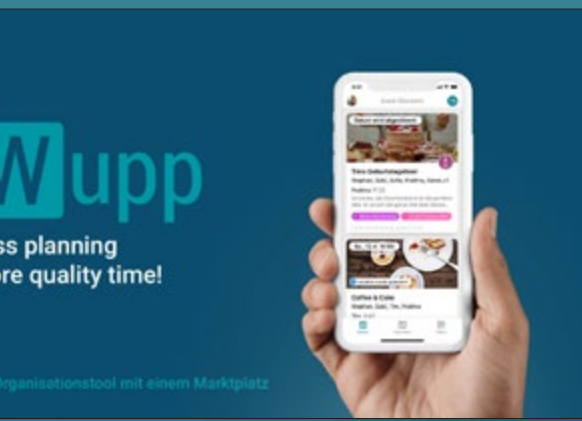
In this project, I worked with the project owner from ideation, defining the product and initial features. As a product designer, I created the brand identity, conducted research and testing, designed user flows, and produced implementation artifacts.

Beyond my design responsibilities, I was also an integral part of the management team and played a key role in investor engagement.



**Learning Milestone**  
Charting new knowledge territories in design





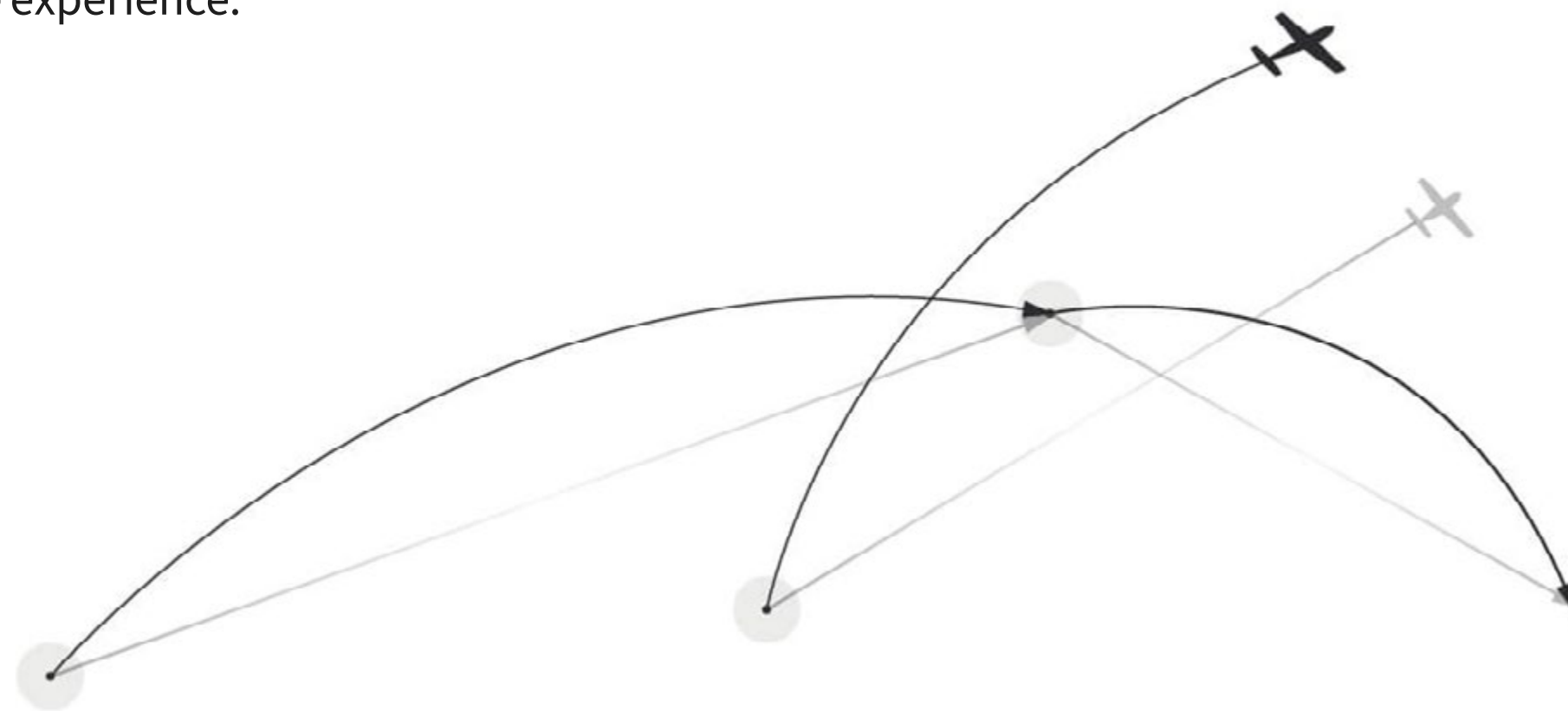
Pitch Deck - 14 Slide Version.

Key Screens Used for Qualitative and Quantitative Testing.



# My latest all-encompassing brand, communication, print, and digital design project was for the 2015 re-publica conference in Berlin.

I was responsible for conceptualizing, branding, and creating visuals, alongside a fellow designer. We handled all communication materials for print, digital platforms, and on-site elements, ensuring a cohesive, impactful attendee experience.



# rp15

BLN-575  
*finding europe*

*Caslon  
BoldItalic* **CIB**  
*#finding europe*



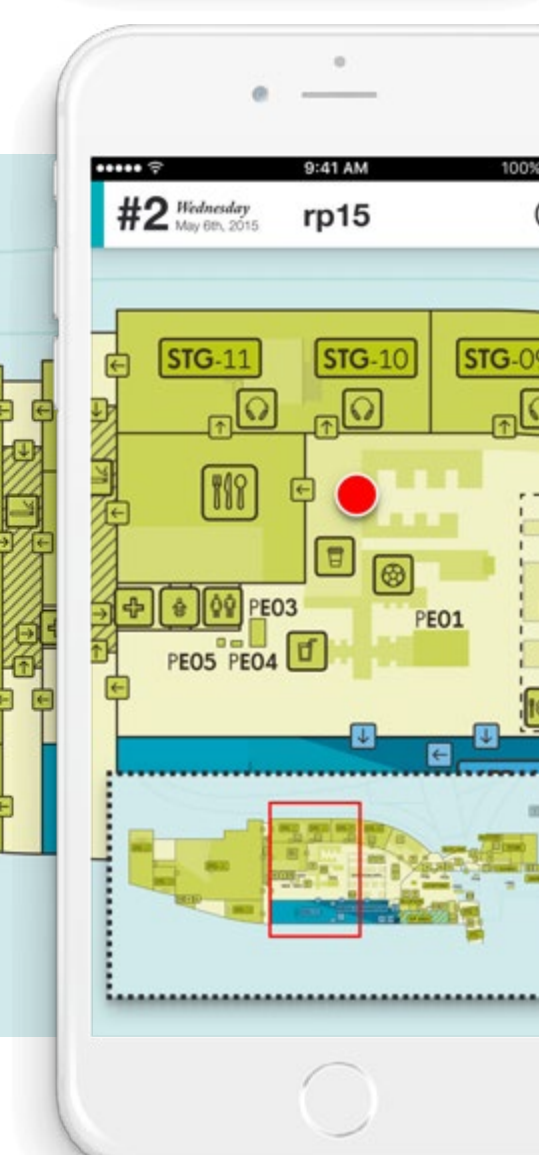
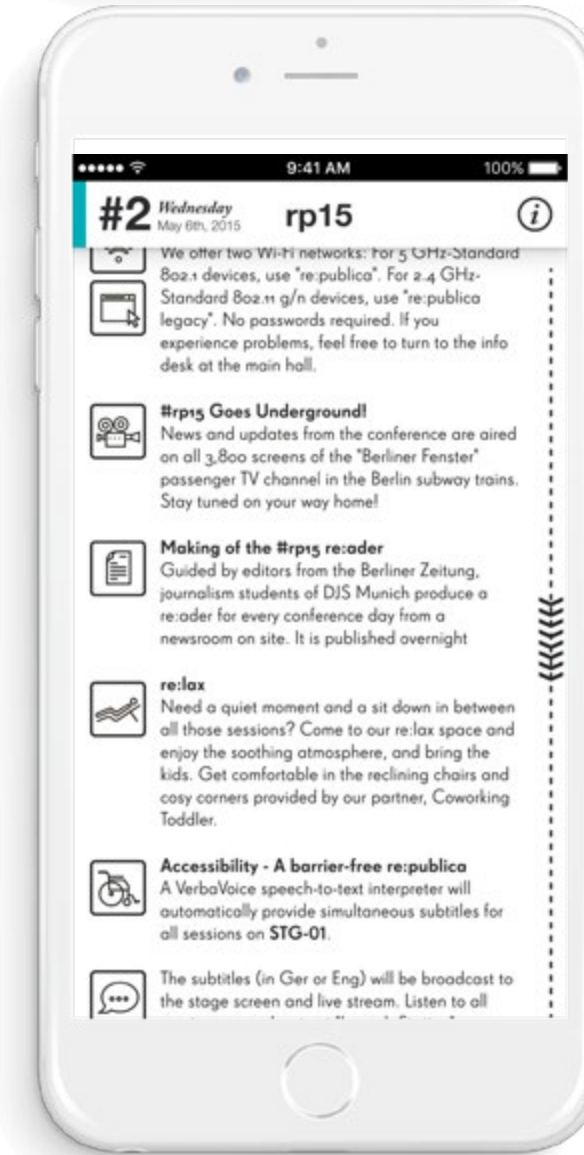
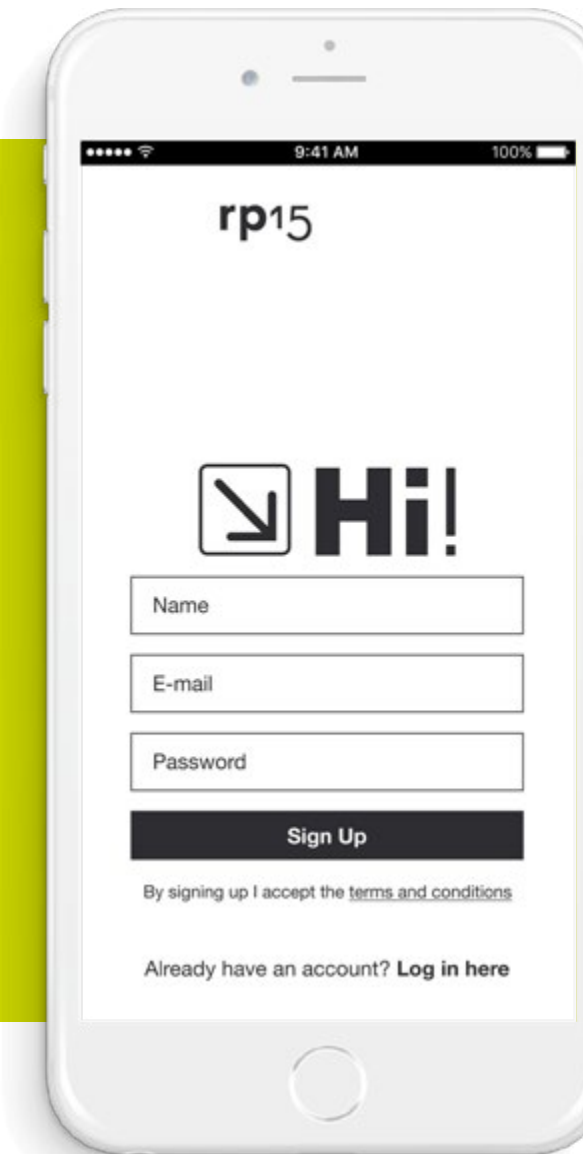
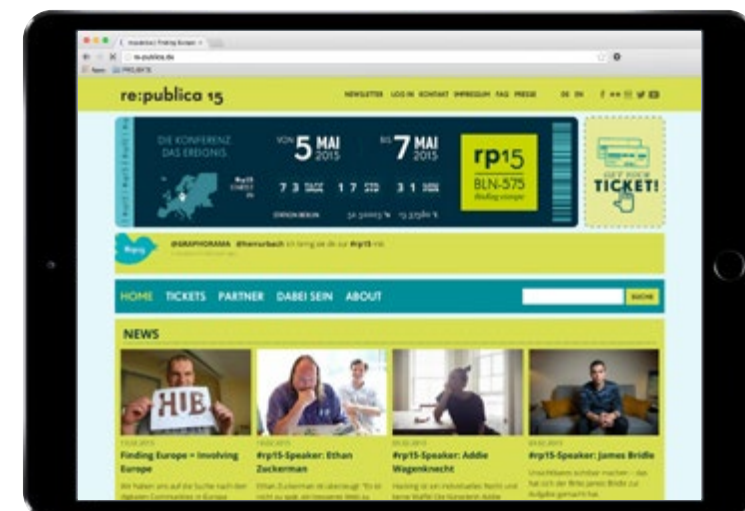
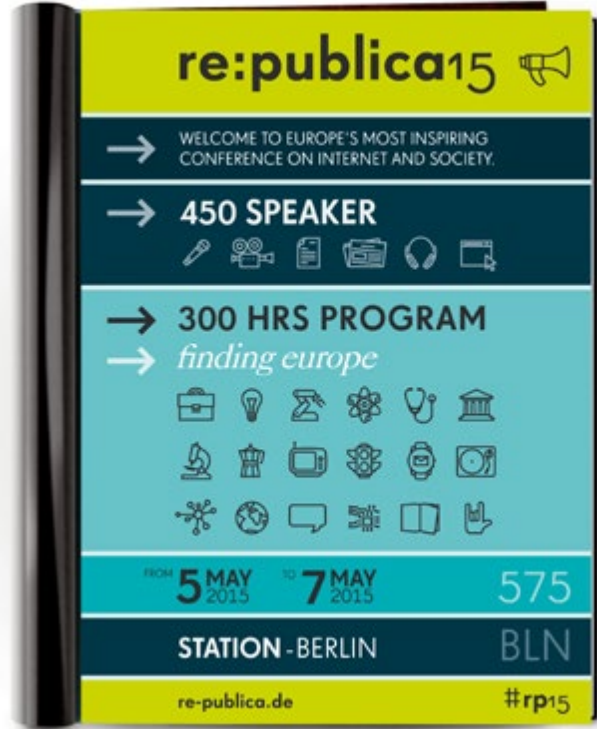
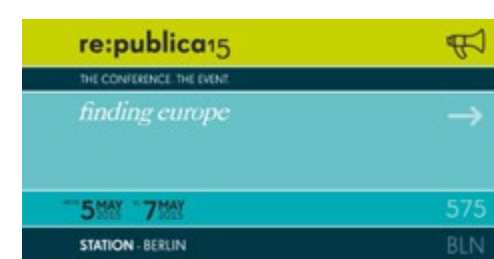
Super Grotesk Light **SGB**

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Super Grotesk Bold **SGB**

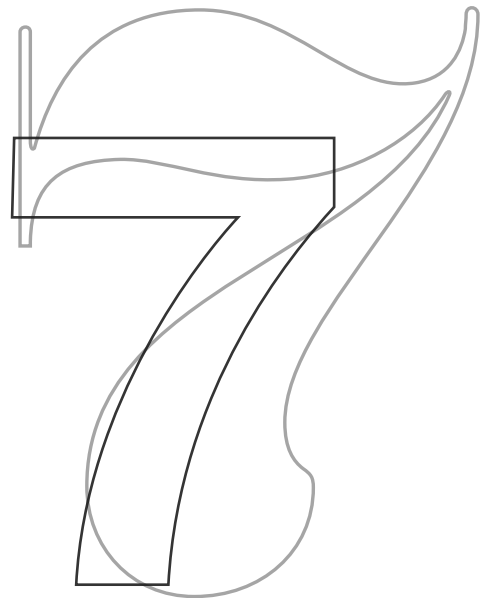
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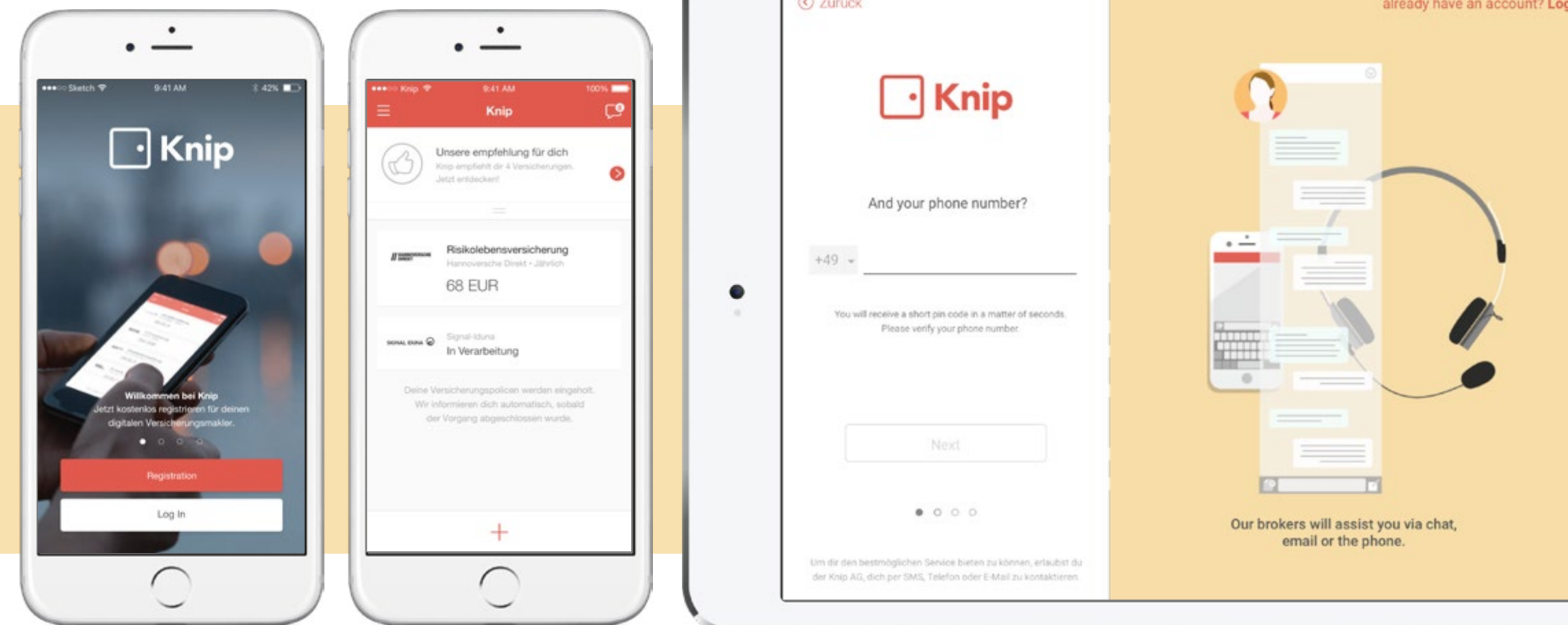
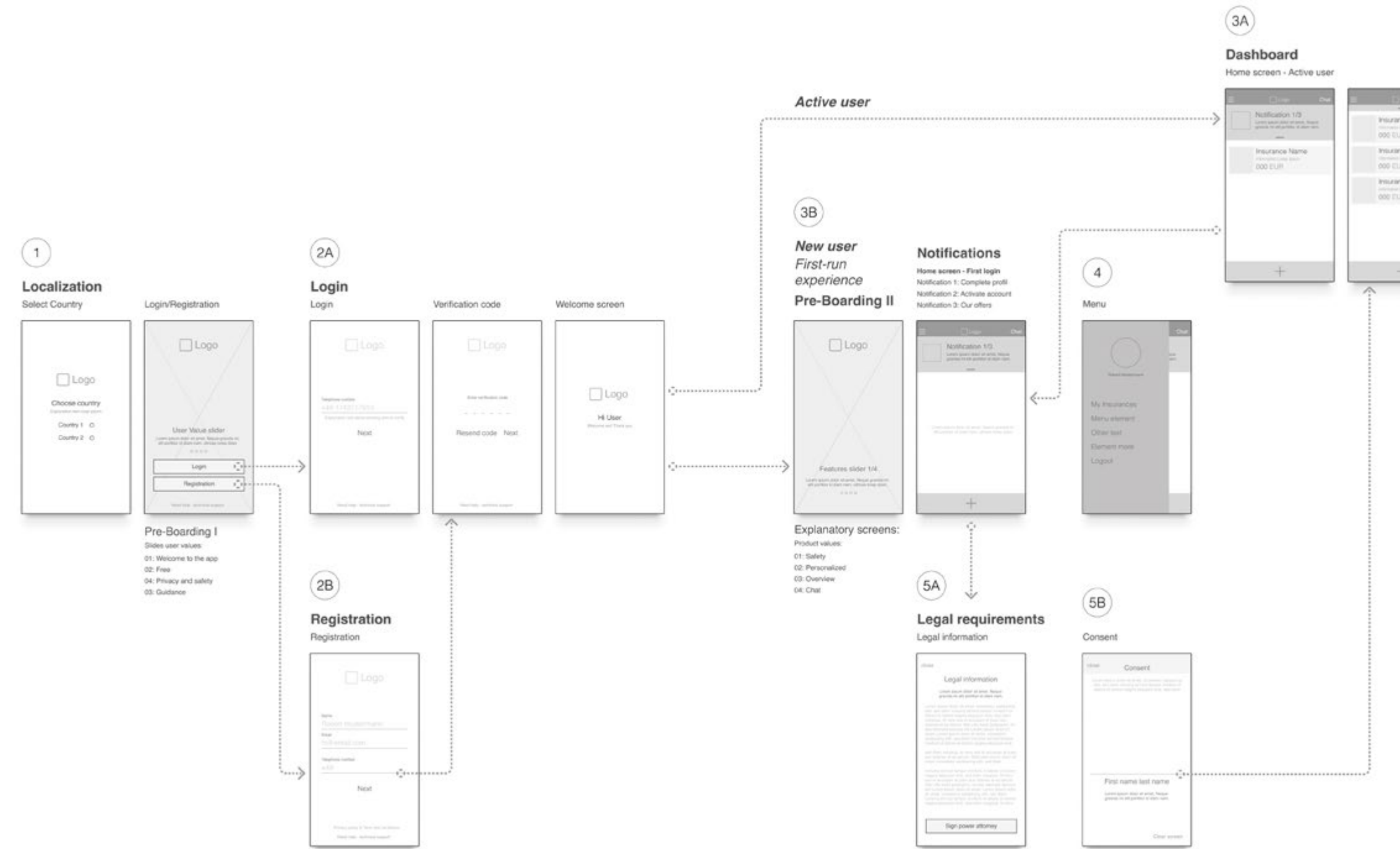
Visual Communication Materials.

Key Screens Showing the Main Functionalities of the Event App.



# In my first 'digital-only' environment job, my initial task was to enhance the onboarding process to minimize drop-outs.

In addition to refining the registration and onboarding process, I redesigned the branding and visual communication for both print and digital media. I also took charge of the UI/UX design for the entire application, crafting a seamless and user-centric experience.

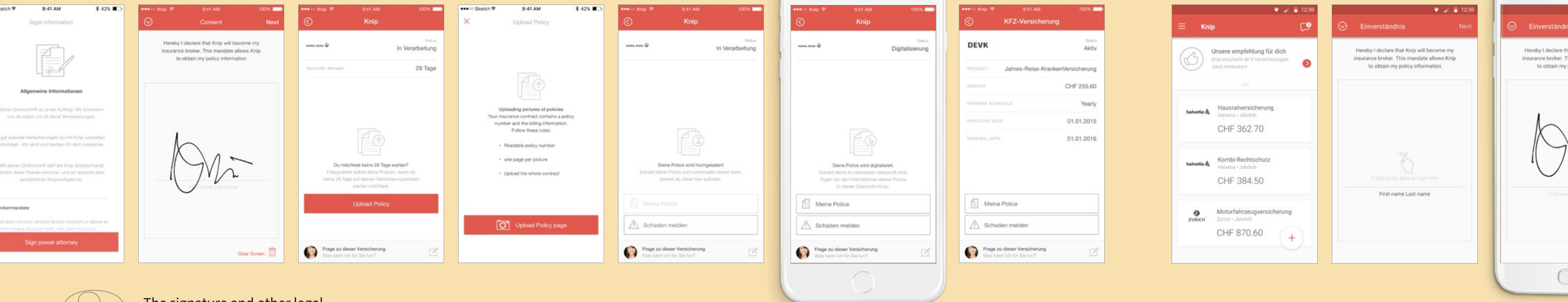
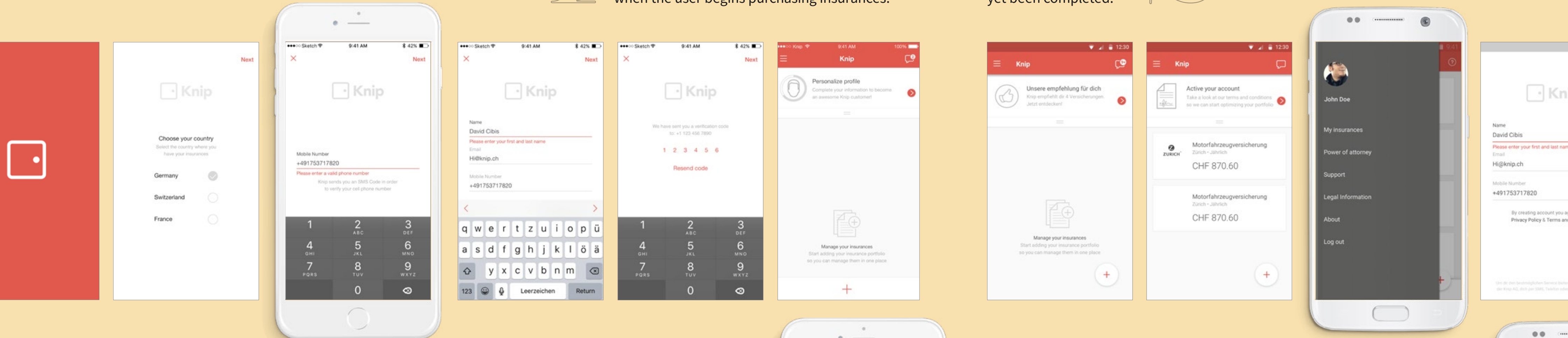


1

The user should be able to register easily without any additional steps. Personal data and a signature can be requested later in the process, specifically when the user begins purchasing insurances.

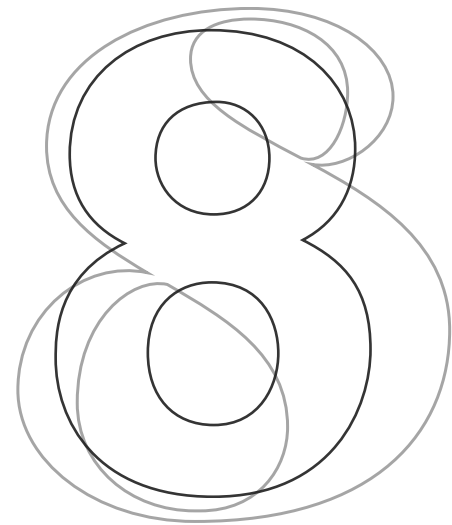
In-app notifications will help remind the user of the steps that have not yet been completed.

2



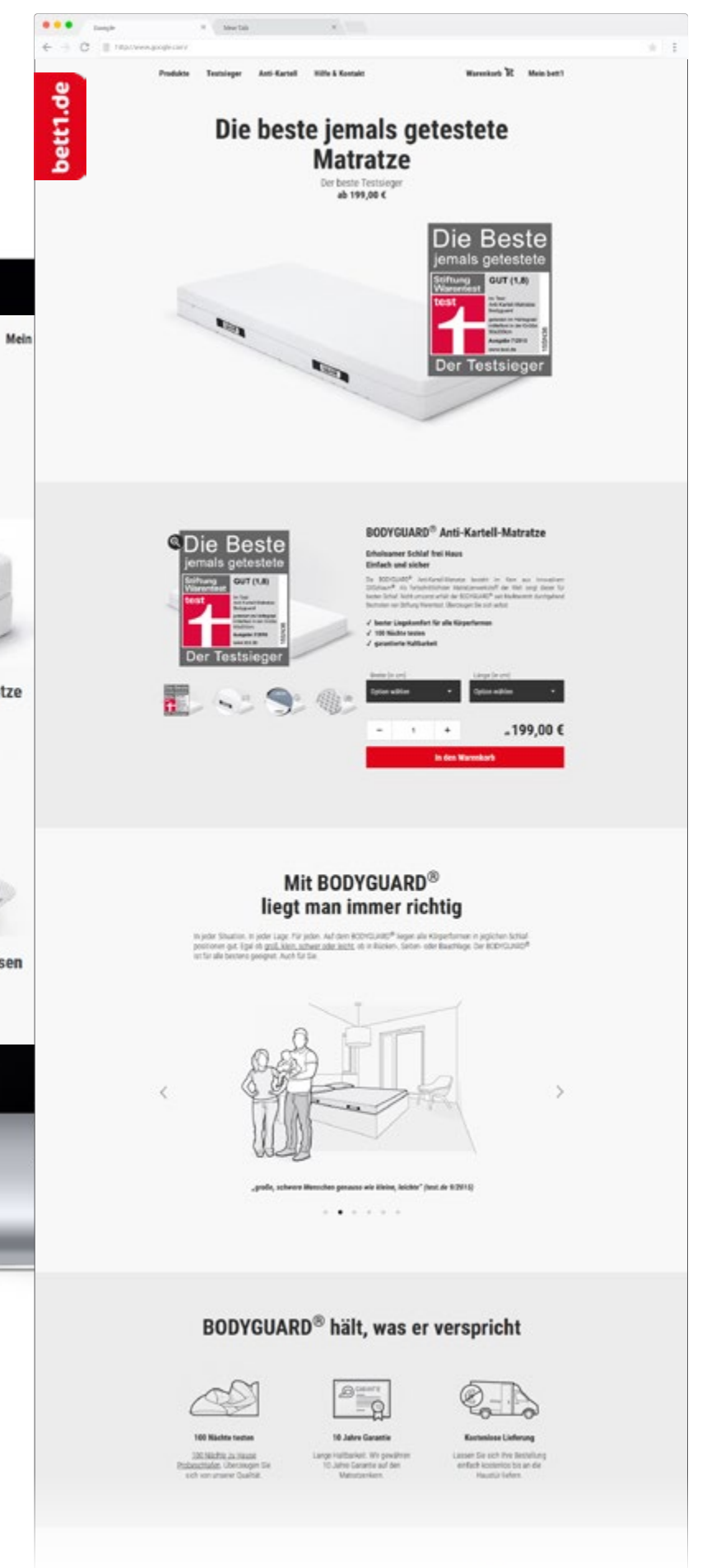
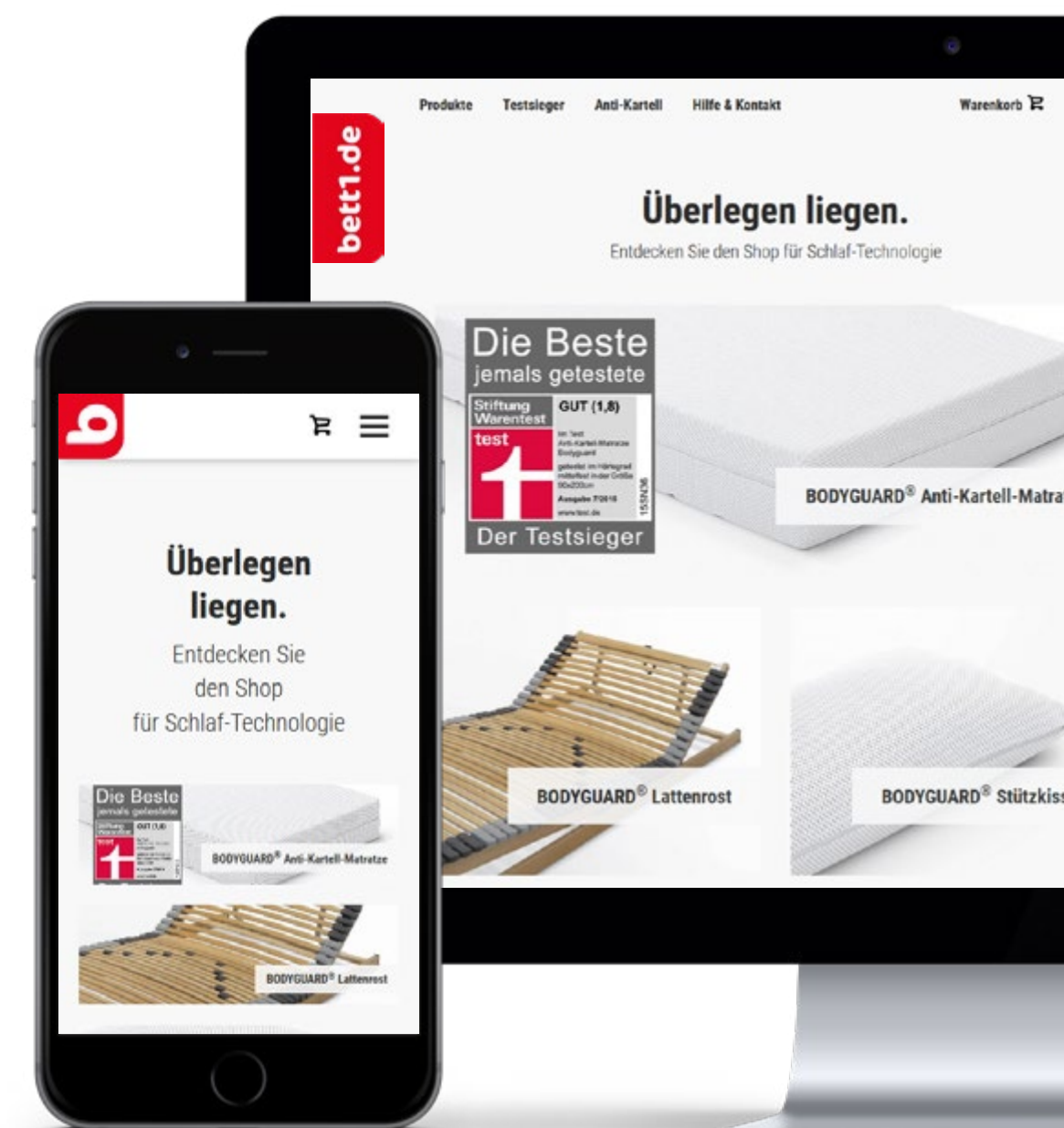
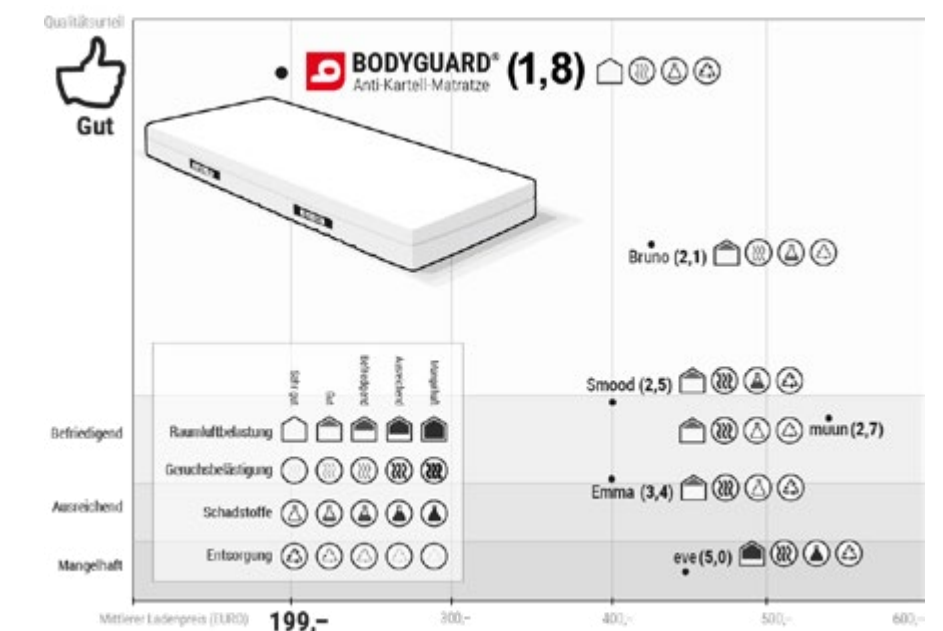
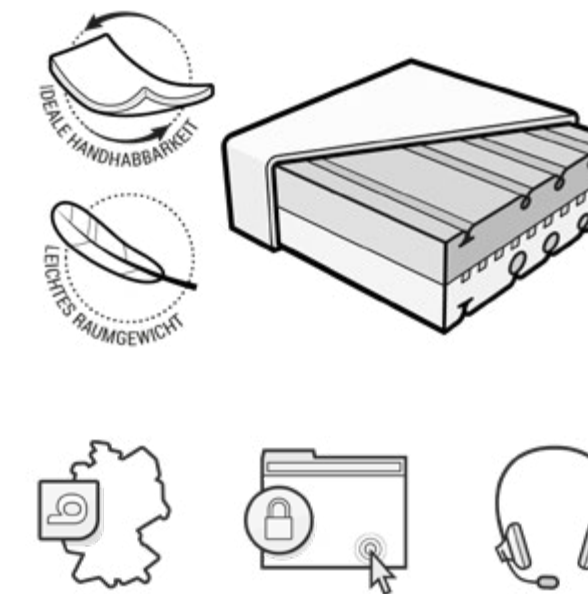
3

The signature and other legal requirements will then become mandatory at the moment of closing an insurance deal.

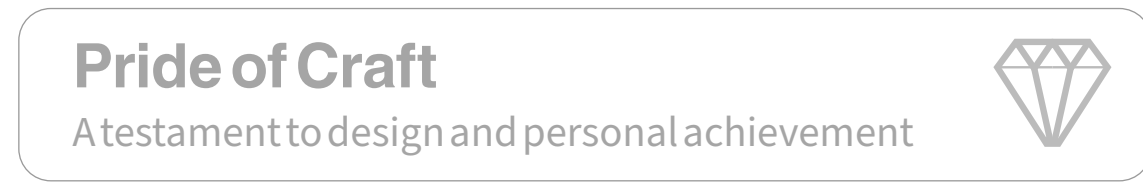


# One of my most fulfilling projects has been the development of the brand communication for a mattress company.

This project allowed me to showcase my affinity for icons and infographics, which I integrated into both digital products (website, landing pages, and shop) and print materials, including packaging.



Stand: 05/2017



**Eine Matratze Doppelt gut**

Wie bei den Bodyguard®-Matratzen, so ist auch die Matratze doppelt gut. Denn sie ist nicht nur bequem, sondern auch sehr stabil und langlebig. Sie ist aus hochwertigen Materialien gefertigt und ist für eine lange Lebensdauer konzipiert.

**Viele Module für eine gute Nacht**

Die Bodyguard®-Matratze besteht aus mehreren Modulen, die sich individuell anpassen lassen. So können Sie die Matratze an Ihre persönlichen Bedürfnisse anpassen.

**Atmungsaktiv und angenehm**

Die Bodyguard®-Matratze ist atmungsaktiv und angenehm. Sie ist aus hochwertigen Materialien gefertigt und ist für eine lange Lebensdauer konzipiert.

**Eine rundum saubere Sache**

Die Bodyguard®-Matratze ist eine rundum saubere Sache. Sie ist aus hochwertigen Materialien gefertigt und ist für eine lange Lebensdauer konzipiert.

**Pflegehinweis**

Bitte beachten Sie die folgenden Pflegehinweise für Ihre Bodyguard®-Matratze:

- Die Matratze darf nicht gebleicht werden.
- Die Matratze darf nicht in der Wäsche gewaschen werden.
- Die Matratze darf nicht mit scharfen Reinigungsmitteln gereinigt werden.
- Die Matratze darf nicht mit einem Hochdruckreiniger gereinigt werden.
- Die Matratze darf nicht mit einem Staubsauger gereinigt werden.
- Die Matratze darf nicht mit einem Föhn getrocknet werden.
- Die Matratze darf nicht mit einem Bügeln geglättet werden.
- Die Matratze darf nicht mit einem Trockner getrocknet werden.
- Die Matratze darf nicht mit einem Trockner getrocknet werden.
- Die Matratze darf nicht mit einem Trockner getrocknet werden.

**Dürfen wir vorstellen? Der BODYGUARD®**

**Die Beste jemals getestete**

Der Testieger

**Leicht und leistungsfähig**

Vergleichen Sie die Eigenschaften der Bodyguard®-Matratze mit denen anderer Matratzen.

**QXSchaum®**  
4,3/4,4  
Raumgewicht  
35/40  
kg/m³

**Die beste jemals getestete Matratze**

Die Bodyguard®-Matratze ist die beste jemals getestete Matratze. Sie ist aus hochwertigen Materialien gefertigt und ist für eine lange Lebensdauer konzipiert.

**Sie könnten auch an folgenden Artikeln interessiert sein**

149,90 € 199,90 € 249,90 €

**H E**

**I A**

**QXSchaum®**  
konstante Formstabilität über die gesamte Nacht

**Latexschaum**

**Kaltschaum**

**nächtliche Liegekuhle**

**BODYGUARD® Anti-Kartell-Matratze**

**2in1** Zwei Liegeheiten in einer Matratze

**MITTEL (H3)**  
Ist der BODYGUARD-Konturgriff richtigem und leicht, so legen Sie auf der mittelfesten (H3) Liegefläche. Wollen Sie fester liegen? Einfach wenden.

**FEST (H4)**  
Steht der BODYGUARD-Konturgriff "auf dem Kopf", so legen Sie auf der festen (H4) Liegefläche. Wollen Sie weicher liegen? Einfach wenden.

**Fester/weicher liegen? Einfach wenden!**

**FESTER LIEGEN? EINFACH WENDEN**  
**LIEGEFLÄCHE WEICH**  
**EINFACH WENDEN**  
**FESTER LIEGEN?**

**FEST (H4) LIEGEN? EINFACH WENDEN**  
**LIEGEFLÄCHE MITTELFEST (H3)**  
**EINFACH WENDEN**  
**FEST (H4) LIEGEN?**

**bett1.de**

**Entdecken Sie die BODYGUARD® Reihe**

**BODYGUARD® Sitzkissen**  
Der BODYGUARD® Sitzkissen

**BODYGUARD® Anti-Kartell-Matratze**  
Die neue perfekte Matratze

**Die Beste jemals getestete**  
Der Testieger

**BODYGUARD®**  
Überlegen liegen

**Der BODYGUARD® fürs Köpfchen**  
Die perfekte Ergänzung zu Ihrer BODYGUARD®-Matratze

**Der HyBreeze® Bezug**  
Der multifunktionale HyBreeze® Bezug

**Sehr gut**

**HYPERWEICHER**  
Auffengewöhnlich atmungsaktiv für ein angenehmes Schlafklima

**HYPERWEICHER**  
Nichtelastisch für gefühlvolle Körperberührung

**HYPERWEICHER**  
Licht waschbar & schnell trocknend

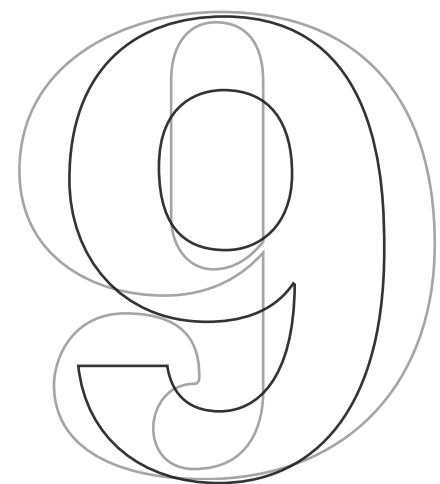
**HYPERWEICHER**  
Geschützt & resistent

**HYPERWEICHER**  
Flexibel & stabil

**HYPERWEICHER**  
Symmetrisch aufgebaut

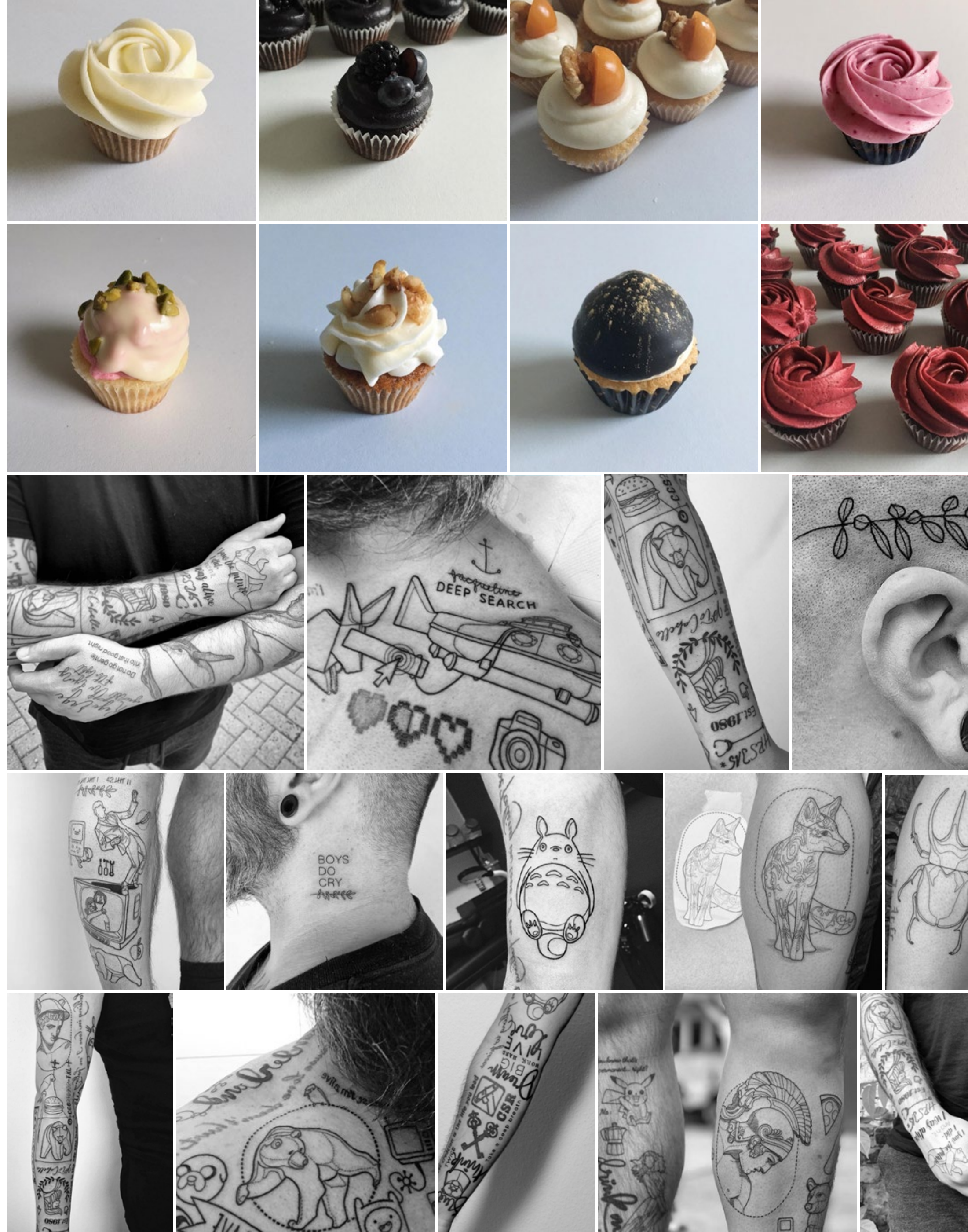
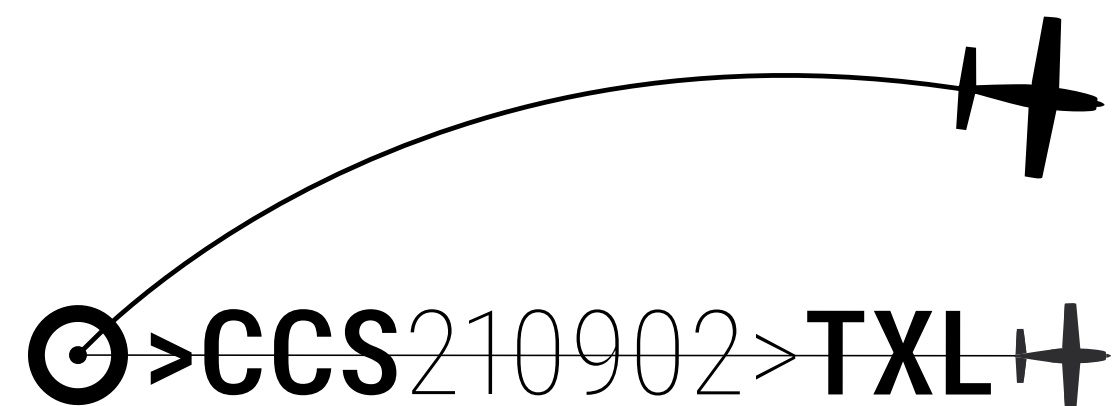
**HYPERWEICHER**  
Schnell waschbar & schnell trocknend

**HYPERWEICHER**  
Geschützt & resistent



# I am originally from Venezuela but have been living in Germany for the past 22 years.

I have a passion for tattoos and have personally created all the illustrations for them. Additionally, I take great pleasure in baking; it's the best way for me to disconnect from work, as I enjoy following a recipe step by step.

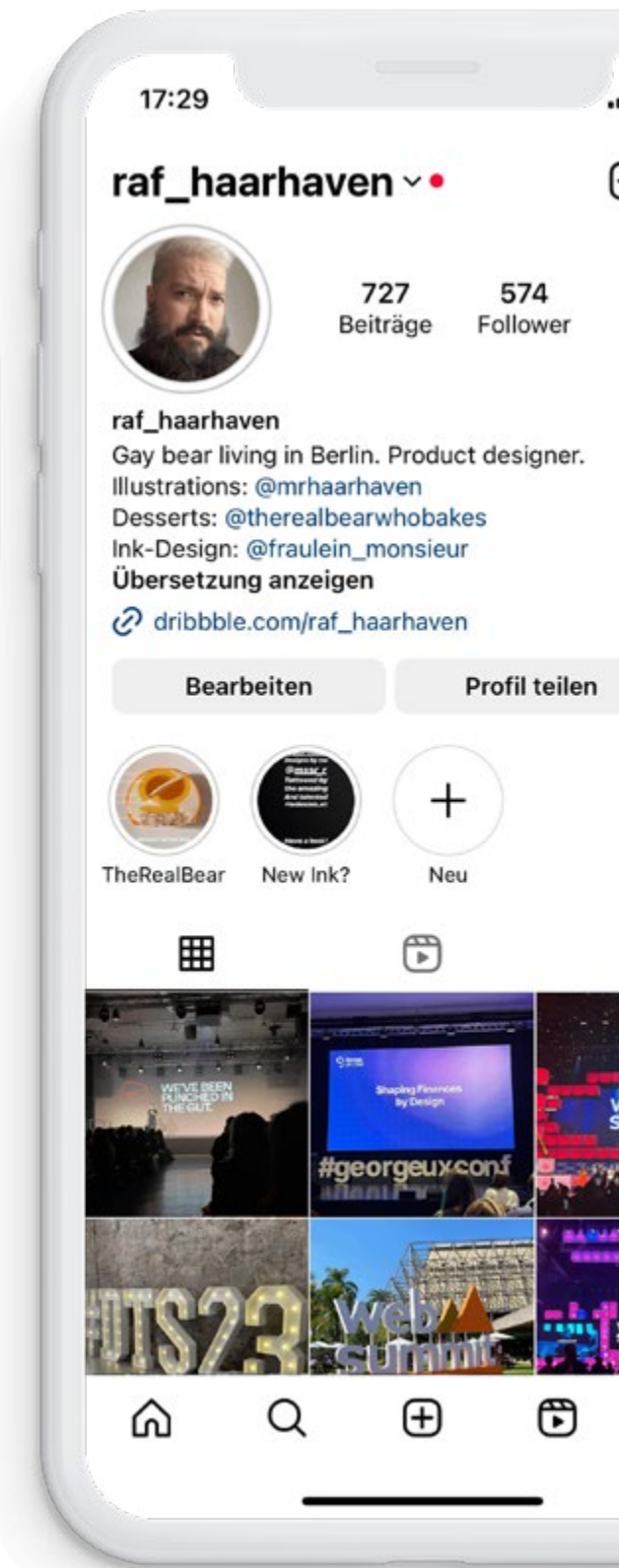
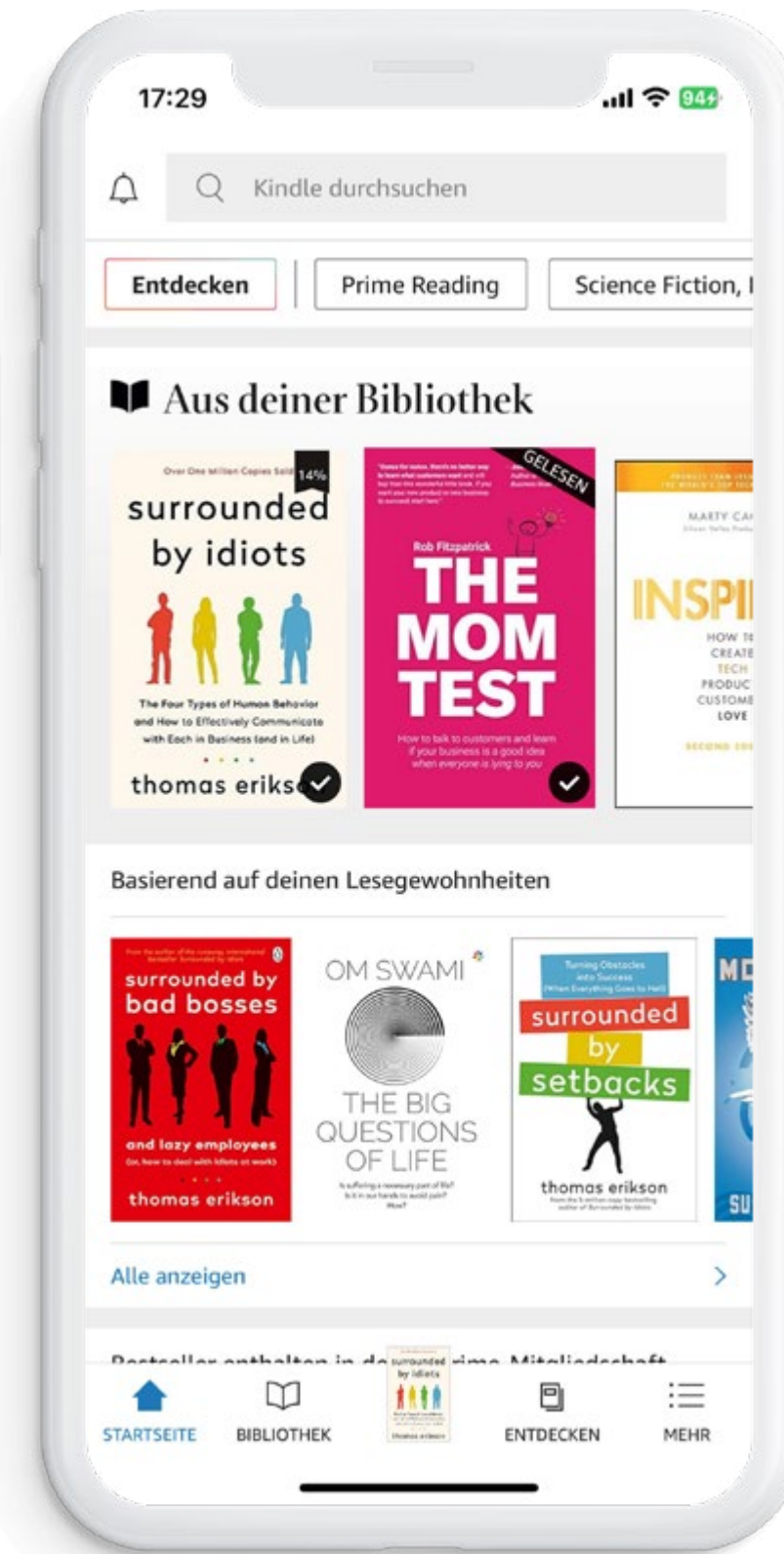
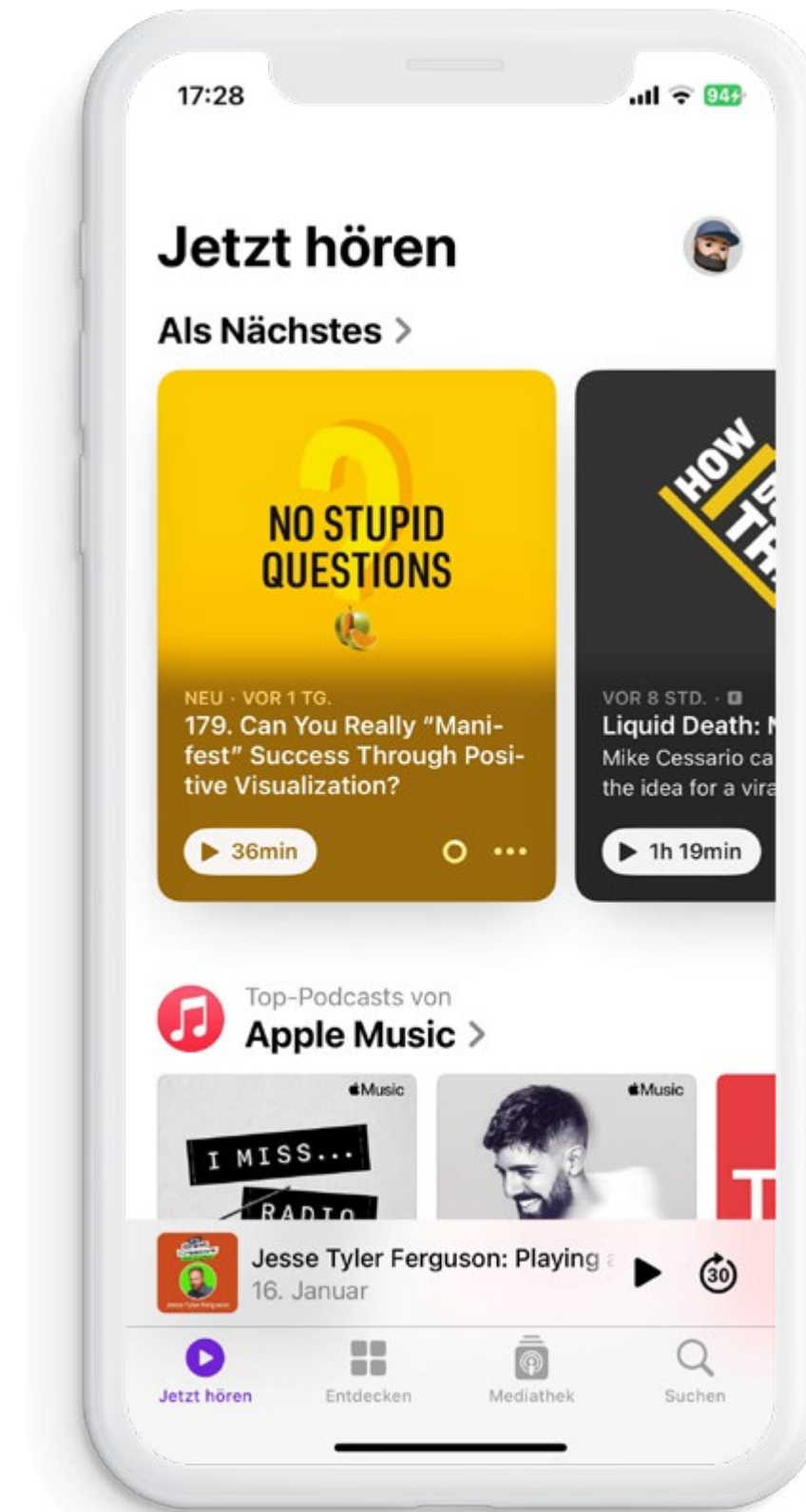




# 10

## I am passionate about learning about product design, behavior and entrepreneurship.

I actively seek knowledge by attending conferences, reading books, and listening to podcasts. My current favorite podcasts are 'No Stupid Questions' and 'How I Built This', and the book I am reading now is 'Surrounded by Idiots.' Would you like to know what it's about? Let's talk during the interview.



# Curriculum Vitae

**Rafael Scovino** 29.05.1980 - Pto. Cabello, Edo. Carabobo, Venezuela  
German - citizenship by naturalization: 13.02.2015  
Erich-Weinert-Str. 140, 10409 Berlin  
(+49) 0174 371 79 10  
info@pulgoso.de  
  
[linkedin.com/in/raf-scovino-b0b71097](https://www.linkedin.com/in/raf-scovino-b0b71097)

## Education

10/2007-09/2011 University of Applied Sciences HTW Berlin  
**Degree: Communication Design**  
**Bachelor of Arts**

10/2002-09/2004 Brandenburg University of Technology BTU Cottbus  
Degree: Architecture

10/1999-09/2002 Central University of Venezuela UCV  
Faculty: Architecture and Landscape FAU Caracas  
Degree: Architecture

## Additional Skills

Figma, Sketch, XD,  
InvisionApp,  
Balsamiq, Overflow  
Adobe CC  
Illustrator, Photoshop  
InDesign  
Flash, Premiere, After Effects  
Dreamweaver

## Languages

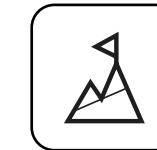
Spanish (Native)  
German (fluent in spoken and written)  
English (fluent in spoken and written)

## Work Experience

05/2024 - present **Telefonica Germany**. Berlin  
Senior Product Designer (UI/UX)

05/2021 - **04/2024** **Visa Europe. Innovation Center - Berlin**  
Senior Staff Designer (UX/UI)

**03/2020 - 05/2021** Spielfeld Digital Hub. Berlin – Senior UX/UI Designer  
**Contractor for Visa Europe - Visa Innovation & Design Team**



### Role and achievements:

**UX Design at Visa:** Specialized in enhancing user experience through UX flows and wireframe development. Defined user personas and streamlined Visa's service interactions, ensuring each design was custom-fit for varied services.

**Product Development at Visa:** Led the adaptation of Visa's offerings to diverse markets, focusing on user-centric design and functionality. Managed pilot projects and product development, integrating feedback to refine and innovate.

**Stakeholder Engagement at Visa:** Excelled in communicating complex proposals to clients and internal teams. Ensured transparent and accessible project updates, fostering effective collaboration and supporting Visa's commitment to user-focused solutions.

04/2019-12/2019 Heimat Werbeagentur GmbH. Berlin - Digital Department  
Senior UX/UI Designer

09/2018-03/2019 Freelance at diverse start-ups - Senior Designer (UX/UI & Branding)  
Looping app, Carbando, Wupp-app

07/2017-08/2018 Fosanis GmbH. Berlin - Head of Design (UX/UI & Branding)

08/2016-05/2017 bett1.de GmbH. Berlin - Head of Design (UX/UI & Branding)

07/2016 - (Limited) Aperto - An IBM Company. Berlin - Designer

03/2016-06/2016 Knip AG. Berlin - Art Director / Head of Design (UX/UI & Branding)

05/2015-02/2016 Blitzen GmbH & Co. KG. Berlin - Designer

11/2014-05/2015 re:publica. Berlin - Freelancer Art Director and Designer

08/2013-03/2015 studio 38 pure communication GmbH. Berlin - Designer

01/2012-07/2013 PLANTAGE BERLIN. Berlin - Designer

11/2010-08/2011 Bpitch Control. Berlin - Freelancer - EP/LP/CD Labels and Covers

03/2008-09/2008 TOMTOM International BV. Amsterdam, NL - Freelancer design and development of Icons



# Classic Portfolio

Tap here to view a classic showcase of my design works.

