

Rafaella Luchesi



Product Designer

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Italian-Brazilian Product Designer with a Master's in Integrated Product Design and 5+ years of international experience designing end-to-end UX/UI, digital products and services. Passionate about solving complex problems through a critical and ethical perspective, creating value for users and stakeholders.

EXPERIENCE

Total Tool (Italian design agency)

Concept & Product Designer Jan 2025 - Jun 2025 | Product Design Intern Mar 2024 - May 2024 | Milan, Italy, Hybrid

- Conducted user and market research to identify opportunities and gather insights to guide design decisions.
- Developed inclusive concepts that improved user experiences and usability while attracting new audiences.
- Designed inclusive drawing tools with Fila and Dynamo Camp, enhancing independence of impaired children.
- Improved accessibility of the 12 Civic Museums of Bologna in partnership with Design for All Italia.

Squair (IoT Startup)

Product Designer | Feb 2022 - Dec 2022 | Rio de Janeiro, Brazil, Hybrid

- Worked on end-to-end design of IoT solutions (SaaS/PaaS) for data capture and monitoring.
- Designed and implemented a new brand identity, design system, and responsive website.
- Designed and tested prototypes for mobile and web dashboards, improving usability and data visualization.
- Enabled contract wins and contributed to energy saving and costs reduction of 19+ clients.

Insurtech Innovation Program (PUC-Rio / MAG Seguros / IRB)

Product Design Intern | Mar 2020 - Apr 2021 | Rio de Janeiro, Brazil, Remote

- Designed insurance & fintech products within multidisciplinary teams that simplified interactions with customers, lowered risk and increased profitability rates by improving the user integration experience.
- Pitched solutions to partner companies; awarded as "Best Person to Work With" and "Best Project of 2020".

EDUCATION

Politecnico di Milano | MSc in Integrated Product Design | 2022 - 2024 | Milan, Italy

Pontifícia Universidade Católica do Rio de Janeiro | BA Industrial Design | 2014 - 2021 | Rio de Janeiro, Brazil

AWARDS

1st place at Hacking.Rio 2021 - "Sustainable Cities and Communities" cluster | Awarded by Hacking.Rio and Ions Innovation | Group Leader and Designer, Remote

1st place at Designathon STARS PUC-Rio 2021 - "Pedestrian Safety" Category | Awarded by PUC-Rio and University of Southampton | Group Leader and Designer, Remote

Certificate of Honor | Awarded by the Center of Research and Teaching of Entrepreneurship (NUPEM) of PUC-Rio | Designer, Rio de Janeiro

SKILLS

Tools: Figma, Adobe Suite, Office, Webflow, Miro, SolidWorks, Rhinoceros, Fusion 360, Keyshot, HTML & CSS

UX/UI: Wireframing, Prototyping, User Flows, User Journeys, Information Architecture, Usability Testing, Design Systems, Responsive & Dashboard Design, Accessibility & Inclusive Design, User Research, Market Research

Other: Branding, Service Design, Cross-functional Collaboration, Stakeholder Communication, Industrial Design

LANGUAGES

Portuguese Native (C2) | **English** Fluent (C2) | **Italian** Upper-Intermediate / Professional working proficiency (B2) |

Spanish Basic (A1) | **French** Basic (A1)

