

# Rafael Rojas M.

Multidisciplinary Sr. Designer | Graphic, UX/UI, Web, 3D



**About Me:** I'm a multidisciplinary senior designer with 17+ years of experience turning ideas into functional, engaging experiences. I bring a strategic eye and adapt easily across industries and platforms. I care deeply about design that solves problems and connects with people.

## Contact Information

**Email:** rafael.rojas.mad@gmail.com

**Phone number:** +49 176 21664504

**Location:** Nürnberg, Germany

**Portfolio:** <https://rafaelrojas.framer.website/>

**Linkedin:** /rafael-rojas-madrigal/

**Visa status:** legally approved to work

## Key Facts

### 20 Years, 10+ Industries

20 years of experience in over 10 industries. Technology, automotive, fashion, healthcare, and many more.

### Cross-Disciplinary Approach

From brand identity and 3D modeling to web and UI design.

### Team Leadership

Led both small and big design teams of up to 30 people. Developed and improved processes for other teams.

### Technical skills:

Web design, user testing, prototyping, 3D modeling, advertising, motion graphics, brand design, HTML and CSS

## Work Experience

### Web and Graphic Design Freelance

Freelancer. 01.2025 - present

- Web, UXUI, and brand design for the health, e-commerce, tech industries and more.
- App design for logistics, and e-commerce sectors.
- EnBoga, one of my most recent projects, has gained traction and grown in under a year, competing against top tier sellers in Costa Rica.
- **Skills:** UIUX design, web design, brand design, advertising, motion graphics, 3D modeling.
- **Tools:** Figma, Adobe Suite, Blender, Squarespace, Framer, Spline.

## Sr. Visual Designer / Sr. UI Designer

Publicis Groupe (Costa Rica). 11.2022 - 01.2025

- Web design for the automotive industry. Worked for Jeep, Fiat, Alfa Romeo.
- Maintenance and creation of design systems and web assets.
- Lead the San José office redesign project which was then used as a reference for other sites.
- Lead the Jeep Lifestyle website redesign that led to an increase of over 50% in traffic and an important increase in sales for the brand.
- **Skills:** Web design, UI design, image retouching (CGI), 3D modeling, user testing.
- **Tools:** Figma, Adobe Suite (Illustrator, Photoshop, After Effects, Adobe XD), Blender, Spline.

## Graphic Design Lead

Multimoney (Costa Rica). 08.2021 - 09.2022

- Lead a team of 5 designers part of the Regional (central america) design team.
- Web design for all Multimoney products.
- Design of digital campaigns for digital and print channels.
- **Skills:** UI design, web design, marketing design.
- **Tools:** Figma, Adobe Suite (Illustrator, Photoshop, After Effects, Adobe XD), Blender.

## Sr Creative Designer

Lionbridge (Costa Rica). 07.2015 - 07.2021

- Led and developed the Desktop Publishing team at Lionbridge Costa Rica
- Design for the Go-to-Market department.
- Creation of business proposals for end clients.
- **Skills:** UI design, web design, PPT design, e-marketing, animation and video editing, asset development (branding, icons, logos, infographics)
- **Tools:** Figma, Adobe Suite, Blender, Microsoft Office.

+5 more positions can be explored in my LinkedIn profile

## Education

### Graphic Design

Universidad Creativa.  
San José, Costa Rica

### Web Development Certification

Universidad Cenotec.  
San José, Costa Rica

## Languages

**Spanish:** native

**English:** B2 level