

RAFAEL CARVALHO · HEAD OF DESIGN

Munich, Germany / Barcelona, Spain · +491607590417 · EU citizen (German) & Brazilian · no sponsorship required

rafaelcarvalho.eu@yahoo.com · rafaelcarvalho.eu · [LinkedIn \(in/rafaelcarvalhoeu\)](https://www.linkedin.com/in/rafaelcarvalhoeu)

15+ years in design, 6+ years in leadership.

Hands-on design leader & strategist.

PROFESSIONAL EXPERIENCE

Home Shopping Europe, Munich, Germany · **E-commerce** · ~€800M annual revenue

Head of Design (*hands-on*) · Mar 2020 – Present · 6+ years

- **Scaled design team from 2 to 9**, maintaining exceptional retention with only 3 voluntary departures (career growth/relocation) over 6 years.
- **Set design standards** by introducing design critique, visual QA (**cutting UI regressions ~25%**), and usability testing as standing practices.
- **Boosted delivery speed ~15%** by building the **first enterprise design system** with developers.
- **Introduced CSAT tracking** and sustained **~2pp improvement per year** across a consistent **6-year trend**.
- **Designed (*hands-on*) the 0→1 social commerce app, "HSE HELLO"**, approved by C-level, **reaching 100M+ viewers across 5,000+ live streams in 4 years**.
- Delivered the digital rollout of the 2020 HSE rebranding, directing agency deliverables and **redesigning web/apps** to the new guidelines on time, with **conversion rates holding stable through the transition**.

AutoScout24, Munich, Germany · **Automotive marketplace** · ~€190M annual revenue

Senior UX Designer · Jun 2018 – Feb 2020 · ~2 years

- Designed a 0→1 transactional car-buying experience for a classifieds marketplace, moving **from prototype through tested v1** and creating the foundation for the later 'Smyle' launch.

Trivago, Düsseldorf, Germany · **Hotel metasearch engine** · ~€1B annual revenue

Senior UX Designer · Jan 2016 – May 2018 · 2+ years

- Redesigned the member account area onboarding, activation, and sign-up flows, **increasing registrations by ~70% in one quarter**.

See the full work history on [LinkedIn](https://www.linkedin.com/in/rafaelcarvalhoeu) →

SKILLS & EXPERTISE

- Leadership: team scaling, hiring, onboarding, coaching, developing talent, design governance, stakeholder management, C-level alignment.
- Tools: Figma, Mural/Miro, Jira, HTML/CSS, AI-assisted design (Stitch, Lovable, Claude), LLMs.

EDUCATION

Executive MBA · BSc Industrial & Product Design: Universidade do Estado do Rio de Janeiro, Brazil.

AWARDS

Silver, Digital Innovation: Eyes & Ears Awards 2020, for "*Shake It!*" feature (**~25% conversion uplift in a quarter**).

LANGUAGES

English (Full professional) · German (Upper-Intermediate) · Portuguese (Native) · French & Spanish (Basic).