Mauro José Soares

UX/UI Designer

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Experience

Rakoon.fun DApp - Co-Founder | Designer
Oct 2024 - present

Co-founder of Rakoon.fun, a launchpad built on the Radix ($XRD) network, launched on December 20, 2024. Spearheaded all design and user experience (UX/UI) efforts, including branding, visual identity, mascot creation, user interface design, motion graphics, and social media assets, ensuring a cohesive and engaging platform experience. Achieved over 1 million XRD (~$24,000) in transaction volume and successfully launched 21 coins on the first day.

DeXter DApp - Volunteer UX/UI Designer
Jan 2024 - present

DeXter is a decentralized crypto exchange based on the Radix Network, maintained by a global community. My role involves user research, wireframing, prototyping, visual design, and creating features with the developer team. In the past 6 months, I conducted user surveys, developed a UI refreshment, started a Design System, and prototyped and tested new features with the community.

Verge Parceria Estratégica - Art Director
Jun 2017 - present

As Senior Art Director, my role is the conception and execution of internal campaigns for clients like Hypera, S.H.A, NSG Group, and other smaller clients.

Education

- **MBA - Interaction Design**
  IGTI - Instituto de Gestão e Tecnologia da Informação, 2018 - 2019

- **Advertising and Marketing Degree**
  UNITAU, 2009 - 2012

- **UX/UI Bootcamp Course**
  EBAC, 20h, 2021

Languages

- **Portuguese:** Native

- **English:** Advanced