Rafael Balbi Bandeira Reis

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Creative Operations Lead | Brand Systems | Creative Leadership

SUMMARY

Creative Operations Lead with 15 years in design, from brand identity to running the systems that let creative teams ship more without losing craft. For four years I have led creative operations at Alura, Brazil's largest EdTech: I rebuilt how design and video work flows, turned a reactive in-house team into an operations unit, and reduced rework by 42%. My foundation is visual craft and brand systems, and I use them to scale output with clear rules, shared templates and feedback that helps people grow. Resident in Barcelona. Professional in English, native in Portuguese, learning Spanish.

EXPERIENCE

Alura | Brazil (remote)

Creative Operations Lead and Chapter Leader | June 2022 - Present

- Lead creative operations for design and video at Brazil's largest EdTech, supporting more than 120 courses per quarter.
- Mapped every production pipeline through usability audits and research with more than 12 professionals, documented in Notion and ClickUp.
- Rebuilt the asset library into a lean collection, 90% smaller, where every asset has a purpose, a trigger for use and an owner.
- Built slide and video templates, an icon system, an illustration system for recurring characters and automations that turn teaching notes into edit marks.
- Moved the team from taking tasks to owning projects, trained content teams in design basics and grew seniors and leads from inside.
- Results: 42% less rework caused by communication gaps; 30% more quarterly output, before the team grew from 4 to 12 people as it drew professionals after company restructurings.

Alura | Brazil (remote)

Design Instructor | January 2017 - June 2023

- Taught design, illustration and creativity courses, and built the platform's art and design course portfolio.

Meteor and Galaxy | Remote, Canada

Brand strategy and visual design (freelance) | 2024 - 2025

- Audited years of brand use and talked with the community, then worked with the CEO and stakeholders to validate each step before drawing it.
- Redesigned both identities. Galaxy's redesign showed a wider market than Meteor's, so the two brands got a new relationship: related, each with its own visual identity.
- Wrote brandbooks for developers and marketers, a Canva Brand Kit and an open Notion repository of assets and rules.
- Ran three long-form workshops on design principles and on using the new identities day to day.

Café com Dungeon | Brazil (remote)

Founder and Content Strategist | February 2018 - Present

- Founded and run an award-winning tabletop RPG and game studies podcast with more than 1,000 episodes and three Goblin de Ouro awards for best podcast.
- Rebuilt its production system in Notion, indexing years of episodes so research is reused instead of started from zero.
- Results: 45% growth in average listener support and more than five times the revenue from ads and partnerships.

Pelú | Freelance
Brand Designer | 2021
- Built a complete identity for a São Paulo hair and beauty studio: logo, palette, patterns, key visuals and Instagram templates the team uses on its own.
- Three visual evolutions set by the owner as the studio changed.

Weird Games & Weirder People | Freelance
Brand Designer and Illustrator
- Redesigned the identity of a tabletop RPG podcast from listener research and pencil sketching: logo, cast of characters, social templates, Patreon cover and merch.
- Results: more than 100 pencil sketches, three characters created and more than 20 positive reviews of the new identity in the first week.

Miranda Brasil | Rio de Janeiro, Brazil
Senior Visual Identity and Production Designer | April 2014 - March 2018
- Led brand design across physical venues, environmental signage, wayfinding and promotional collateral, keeping one brand expression across physical and digital spaces.
- Prepared proposals, pitch presentations and visual frameworks for competitive corporate tenders, defining artistic direction and technical specifications.
- Worked with operational leads, client teams and external suppliers to keep material craft and visual hierarchy under tight deadlines.

EDUCATION

Centro Universitário da Cidade (UniverCidade) | Rio de Janeiro, Brazil
Bachelor's Degree in Industrial Design | 2008 - 2012
- Core study in visual methodology, typography, human factors and ergonomics, 3D form, materials and user-centered design.

SKILLS AND EXPERTISE
- **Creative operations:** Pipeline mapping, asset governance, team enablement, chapter leadership, stakeholder alignment, ClickUp, Notion, n8n.
- **Brand systems:** Typography and layout hierarchy, iconography and illustration direction, motion direction, color systems and accessibility, brandbooks, Figma components and tokens.
- **AI-enabled production:** Prompt libraries, generative workflows (Claude, Gemini, Midjourney, ComfyUI), quality standards for on-brand output.
- **Software:** Figma, Adobe Creative Cloud, Canva, Notion, ClickUp, Frame.io, Gamma.
- **Languages:** English (professional), Portuguese (native), Spanish (learning).

CERTIFICATIONS
- **DesignOps Strategy Bootcamp:** DesignOps Lab (January 2024)
- **Business Agility and UX Design Careers:** Alura (2020 - 2021)
- **Legal Design Masterclass:** Estúdio Linte (August 2022)