



# Ribeiro, Ricardo

Rica

Brazilian  
37 years  
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## Knowledge

Technical development  
of digital applications  
and graphic materials.  
Team management.  
Agile methodologies.  
Business model.  
Design Thinking.  
Data alignment for insight  
of campaigns.  
Development of technical  
reports and processes.  
Basic CSS and HTML

## Differential

Supervision of creation.  
Convergence of content  
for different platforms  
both online and offline.  
Development and  
presentations of 360°  
campaigns.

## Tools

Photoshop  
Illustrator  
Indesign  
MindMap  
Sketch  
Invision  
Keynote



## Formation

Master  
ESPM - Innovation, Design e Estrategy.

## Professional History

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Creative Designer UX/UI and Head of Innovation  
**Rapp Brasil** **Since August/2012 until april/2019**  
online and offline

Clients served:  
BMW  
Rede  
Avianca  
Pernambucanas  
Shell  
Samsung

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Art Director (2 years)  
**@LabCorp** **until July 2012**  
online and offline

Clients served:  
Azul Linhas Aéreas  
BMF BOVESPA  
VIVO - Telefonica  
LG

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Art Assistant (2 years)  
**Agency LongPlay360** **until August 2008**

Clients served:  
Wilson  
Abyara  
Palm  
Sony  
Uninove

Click and go to: