

Rafael Ametlla

BRAND DESIGNER / SOCIAL / MOTION / BRAND SYSTEMS

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PROFILE

Brand and visual designer with 5+ years of hands-on experience across social, motion, web and identity, including more than a year contributing within Solflare's community ecosystem. Combines brand-system thinking, high-frequency digital production, operational ownership and thoughtful AI-assisted workflows to turn briefs into polished, channel-ready creative.

EXPERIENCE

SOLFLARE COMMUNITY & DOJO | Community Contributor, Social Video Editor & Dojo Co-Lead **Jun 2025 - Present**

Independent community contribution | Dojo Co-Lead from May 2026

- Edited and delivered 80+ short-form videos for Solflare Workshops, owning segment selection, narrative structure, pacing, audio treatment, motion, subtitles and final delivery.
- Across 47 published pieces audited so far on Solflare's official and community channels, the work received 151K+ views and 5K+ public interactions, including a standout post with 36K+ views and 1.6K+ interactions.
- Helped build Dojo's content operation from its early stage, establishing briefing, review, onboarding and delivery workflows and creating client-facing guidance that improved recording setup for recurring Solflare live content.
- Translated Social feedback into reusable production and training systems - CapCut framing templates, guidance for using the official FK Grotesk typeface, logo placement, subtitle-safe zones and speaker eyelines - then used them to mentor four editors and raise consistency across the pool.

WE MARKETING MEDICO | Graphic & Web Designer

Oct 2023 - Mar 2025

- Produced recurring social assets and video content for medical-marketing clients in a fast-paced agency environment, working from lean briefs and frequent feedback cycles.
- Moved into the website team, leading client discovery and strategy calls, translating business needs into digital experiences, and delegating work to an intern.

INDEPENDENT | Brand, Visual & Motion Designer

2020 - Present

Project-based

- Develop visual identities, social campaigns, websites, motion pieces and print materials for clients across Web3, healthcare, legal services, fashion and local businesses.
- Own projects end to end - from briefing and concept development to stakeholder presentations, feedback, production and final asset delivery.

SKILLS & TOOLS

Design: Brand systems, social media design, campaign development, art direction, typography, visual storytelling, presentation design, training documentation, lightweight motion, templates and production workflows

Tools: Adobe Photoshop, Illustrator, After Effects, Premiere Pro, CapCut; working knowledge of Figma

Creative AI: ChatGPT, Adobe Firefly, Kling, Higgsfield, ElevenLabs and Adobe Podcast - used for research, ideation, image/video generation, audio and production acceleration with human review and refinement

Languages: Portuguese (native); English (professional working proficiency)

EDUCATION & DEVELOPMENT

2026: Generative AI workshop - Marcelo Kimura

2025: Generative AI short course - Marcelo Kimura

2022: Visual Identity Design - Marcelo Kimura

2019 - 2020: Coursework in Architecture and Urbanism - UFMS

2016 - 2017: Coursework in Visual Arts - UFRJ