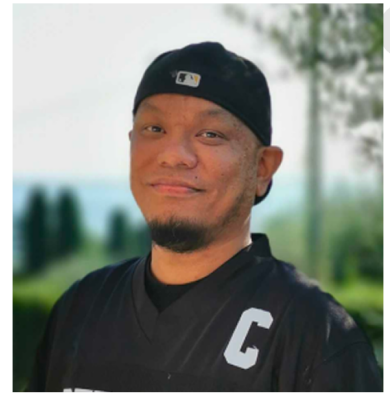


LEAD DESIGNER, 360 DESIGNER PRODUCT & G **RYAN ARANTES**



ABOUT ME

Augsburg - Germany
Sliema - Malta

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SUMMARY

Hi, I'm a Creative + Designer specializing in Visual & Brand Design, Design System Architecture, Product & Creative Strategy Solutions. I craft impactful brand experiences using innovative media and cutting-edge tech to deliver projects that are unique, engaging, and timeless. Dual degree in Design & Visual Communication and Electrical Engineering, uniquely positioned at the intersection of design and technical systems thinking.

EXPERIENCE

Teneo-Protocol.ai

Visual Designer - Marketing, Product & Brand

Mar 2025 - present
(Part-Time)

- Established brand design tokens and UI component patterns for an early-stage AI platform, ensuring visual consistency across web, product, and investor materials.
- Leveraged AI/LLM tools and vibe coding to accelerate UI prototyping to reduce iteration cycles.
- Directed full rebrand (visual identity, messaging hierarchy, design language) aligned with product strategy and GTM goals.
- Led product roll-out for teneo dashboard, beacon, and Business Chatroom.

PawaPay.io

Lead Designer, 360 Designer - Product LED Growth

Jul 2025 - Jun 2026
(Contract)

Jul 2022 - Jul 2025
(100%)

UK, Africa, Europe,
Remote

- Led PawaPay's full rebrand (2026), owning brand platform development from visual identity and messaging architecture to multi-channel rollout across dashboards, onboarding, events, and paid campaigns.
- Built and owned the design system end-to-end: three-tier component architecture and accessibility guidelines to eliminate handoff friction across product and marketing teams.
- Championed AI tool adoption as a core production standard across the team.
- Shipped Lottie/Jitter micro-interactions and onboarding animations, A/B tested product experiences that drove measurable lifts in user acquisition and retention.
- Mentored junior and UI/UX designers on systems thinking, Figma, and scalable production practices.
- Established creative authority with engineering, executives, GTM, and partner teams

Romeblockchainlabs.com

Senior Designer, Product and Marketing

Mar 2021 - Mar 2025

- Led end-to-end design system and product design for Sceptre.fi, Trad.fi, Kinetic.market, BENQI, Tashi.market
- Designed and owned component library, visual language, dashboard UI, and user flows.
- Embedded with dev and execs teams to contribute for design-to-code workflows and maintained documentation for component usage.
- Created scalable visual systems for digital channels, launch materials, and product marketing.

LEAD DESIGNER, 360 DESIGNER UI/UX, PRODUCT & MARKETING

Studysmarter.de

Senior Graphic Designer & UI/UX

Mar 2021 - Dec 2022
(Contract - part-time)

- UI/UX Core team early stage mobile and web
- Illustration for app learning material. (450+ Illustrations)
- Designed product illustrations, UI components, and marketing assets.
- Collaborated with product teams on user-facing features.
- Supported brand consistency across product touchpoints.
- Delivered assets for campaigns and product launches.

Alasco GmbH

Senior Graphic Designer Marketing

Jan 2020 - Feb 2021

- Graphic designer for marketing design across digital channels.
- Created visuals for Investors deck, campaigns, web, and sales materials.
- Ensured strong, consistent brand presence.
- Supported launches and go-to-market activities.

Havas

Art Director Allround creative

Jul 2015 - Dec 2019

- Led creative direction for global brands including Mercedes-Benz, Rolex, Apple, Nike, and Samsung.
- Designed integrated campaigns across digital and print.
- Delivered brand experiences, advertising concepts, and interactive assets.
- Collaborated with strategy, media, and production teams.

USA & Remote

EDUCATION & CONTINUOUS LEARNING

AI for Visual Design Course

DesignLab
Apr 2025

AI for Design System

DesignLab
June 2025

Bachelor of Arts

Design & Visual Communication
San Francisco State University

Bachelor of Engineering

Electrical Engineering
University of Trisakti

TOOLS

- Figma
- Adobe CC, Affinity Designer
- Framer, Webflow, Builder, wordpress, Wix
- Asana, Jira, Notion, Miro
- Lottie, Jitter, Adobe Express, Rive
- Most AI Tools

FREELANCE & NOTABLE PROJECTS

Tree-Coin

Heroes Group AG, Zug
Switzerland

Creative Consultant

Celonis.com (Germany)

Re-Branding, Marketing & Event.

Vans Europe

E-Commerce Ads designer.

Rokker (Switzerland)

Video Ads Producer

Mengejar Ombak Surf

Documentary
Film Producer

AWARDS

Dezeen Awards

People's Choice 2019
Graphic Design

99Awards

People's Choice 2020
Best Branding Design

REFERENCES

Heiti Allak, Product Director

(Heiti.Allak@pawapay.io)

Linda Gruber, Head of Marketing

(Linda@teneo.pro)

Ceara Crawford, Marketing Director

(Ceara@romeblockchain.com)

Alexander Szul, CEO

(Alex.szul@romeblockchain.com)