# CARLOS RANGEL

**SENIOR BRAND & DESIGN SYSTEMS DESIGNER**

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## PROFILE

Brand and design systems designer with 12 years in tech, gaming and Web3. Former creative director at SNACKCLUB and Cidade Alta. I design brands, then build the systems that let whole teams ship them: today I lead the design system behind 100+ Web3 clients, where people without design backgrounds deliver at graphic designer quality in a sixth of the time.

## IMPACT

**$2M**
Launch revenue of SNACKGANG, a project I conceived

**$10M**
Series A raised with a pitch deck I designed

**100+**
Clients running on the design system I built

**60→10**
Minutes per asset, at the same brand standard

## SKILLS

**BRAND**
Identity systems, creative direction, campaigns and launches, packaging, pitch decks

**SYSTEMS**
Design systems, Figma libraries, templates, governance, training and QC

**PRODUCT**
UX/UI, user flows, research, white-label platforms, e-commerce, handoff

## BACKGROUND

**TOOLS**
Figma, Adobe Creative Cloud, Claude and AI image tools, prototyping

**EDUCATION**
Graphic Design, Universidade Tuiuti do Paraná, 2015 to 2017
UX/UI Design, EBAC, 2021 to 2022

**LANGUAGES**
Portuguese, native
English, professional working

## EXPERIENCE

### STRATOSPHERE (FORMERLY MOVIMENTUM)

Mar 2025 to Present

**Design Systems Lead. Web3 marketing agency producing content for platforms like CoinMarketCap and Binance Square**

- Created and lead MDS, the design system behind the content operation, implemented across 100+ clients including Tether, Polymarket, Gemini, Sui, Polygon and Avalanche.
- Cut production time from 60 to 10 minutes per asset with no drop in brand standard, so output now scales with the team instead of designer headcount.
- Trained 20 to 30 people, most without design backgrounds, from their first steps in Figma to full use of the system, with a recorded training series, daily support and quality control.
- Set the standards for how the team briefs AI tools, so new 3D assets stay on-style for each client.

### SNACKCLUB

Jan 2022 to Apr 2025

**Creative Director, contract. Largest Web3 gaming operation in Latin America**

- Conceived SNACKGANG, whose launch generated $2M in revenue.
- Designed the Series A pitch deck for a round that raised $10M.
- Led a multidisciplinary team of about 10 across brand narratives and identities for the IP portfolio, including SNACKGANG and Takedown Legends (400K downloads, 250K players), campaigns, game assets and product interfaces.
- Directed brand collaborations such as SNACKCLUB x Axie Infinity Showdown, from broadcast package to on-set identity.
- Moved the team onto Figma and shared workflows, the groundwork for my later design systems work.

**SWARMIO MEDIA** Nov 2018 to Jun 2026

**UX/UI Designer (2021 to 2026), Graphic Designer (2018 to 2021), contract**

- Sole designer of Ember, a white-label gaming platform used by telecom operators including Ooredoo, Orange, Sri Lanka Telecom, Telcel and Claro across the Middle East, South Asia and Latin America.
- Owned research, flows, UI, brand and handoff for every product under the Ember name, through pivots from tournaments to white-label platform to top-up store, working with 4 product managers.

**LOUD** May 2022 to Aug 2024

**Product Designer, contract**

- Led the visual identity of Metrópole, a new LOUD project, and its UI/UX across websites, in-game and internal interfaces.
- Product Lead on MonkeyTilt, a LOUD project (2024): coordinated goals, deadlines and requirements for the product team.

**CIDADE ALTA** Jul 2021 to Jan 2022

**Creative Director, contract. Largest GTA RP server in Latin America**

- Created the project's name and identity as an internal LOUD project, then led its internal design team and in-game and external interfaces once it became a company.

**LOUD** Oct 2019 to May 2021

**Designer, contract. Joined in the organization's founding year**

- Part of the creative team of Brazil's most-followed esports organization during its growth from 1M to 5M followers in 2020.
- Designed packaging for Fusion Energy Drink (Ambev), apparel lines, and identities for Outplay, Noise and Cidade Alta.

**KEEP MOVING SOCIETY** 2022 to Present

**Founder. Independent clothing brand run end to end: identity, product, production, e-commerce and operations.**

**EARLIER WORK** 2014 to 2019

**Founder and CCO of Estúdio Horus (grew to 10+ collaborators), Design Lead at Detona Gaming, Creative Art Director at Nerd Loot, and brand identities for esports organizations.**