

Rafael Thofehr

Multimedia Designer

MOTION · WEB · AI

CONTACT

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CORE SKILLS

Motion design · After Effects
Premiere Pro · Illustrator
Photoshop · Figma
HTML5 banners · DCO
Web development
Responsive web design
Google Web Designer
DOOH / OOH production
Project & team leadership
Operations & logistics

AI TOOLS

Claude · ChatGPT · Gemini
Leonardo AI · Veo 3 · Firefly
Manus · NotebookLM

LANGUAGES

Portuguese Native
English Advanced
Spanish Basic

EDUCATION

Bachelor in Digital Design
Federal University of Pelotas,
Brazil · 2017 – 2023

Upper Intermediate English
Imagine Education Australia · 2020

PET, Cambridge English

AWARDS

Best Motion Design
3rd Academic Design Week, UFPEl

Best Web Design
3rd Academic Design Week, UFPEl

PROFILE

Perth-based Multimedia Designer with five years of agency experience in Brazil across motion design, digital production and team leadership. At Vati Group I led a team of five producers delivering 300+ films a week for brands like Stellantis, Volkswagen and Heineken. Today I coordinate operations and digital work at Perth Glow Furniture Hire, and design and build websites and web platforms, using AI to speed up the work. Looking for motion, multimedia and web design roles in Perth.

WORK EXPERIENCE

Operations & Digital Coordinator

NOV 2025 – NOW

Perth Glow Furniture Hire · Perth, WA

- Plan delivery schedules and coordinate the warehouse, stock and drivers, driving deliveries myself when needed.
- Plan and set up events and parties; handle email bookkeeping, booking management and revenue analysis.
- Built the company website with online booking through Booqable, focused on SEO for the Perth area; manage social media and paid ads.

Independent Designer & Web Developer

2025 – NOW

Thofehr Design & ADS · Perth, WA

- Built an order-management platform for a wholesale bakery: approvals, production sheets, pricing, stock and invoicing with Xero.
- Designed and built booking and showroom websites for villas in Bali, with admin areas where owners edit their own content.
- Produce social media content and AI-generated image and video for hospitality brands.

Photographer & Videomaker (casual)

NOV 2025 – NOW

Agua Studio · Perth, WA

- Video production for an internal project at Austal Ships; event photography at the Women's Cancer Walk for the Perkins Institute; video coverage of MACA 200.

Multimedia Producer, Team Lead

MAY 2024 – SEP 2025

Vati Group · São Paulo, Brazil (remote)

- Led a team of five producers alongside 15 motion design operators; main link between the team and company leadership.
- Organised production workflows and technical QA to deliver 300+ films a week across digital, DOOH, OOH and TV.
- Took part in client meetings, worked with freelancers and built training material and presentations.
- Directed the adoption of AI tools for web, video and content production, raising creative efficiency and speed.

CLIENTS Stellantis, Volkswagen, BMW, Mercedes-Benz, Vivo, Heineken, Diageo

Mid-Level Motion Designer

OCT 2022 – MAY 2024

Vati Group · São Paulo, Brazil (remote)

- Animated large-scale campaigns and HTML5 DCO banners (Milagro, Google Web Designer) for social, digital, DOOH, TV and festivals, including Lollapalooza Brasil.
- Joined as a specialist on the newly acquired Stellantis account, coming over from PXP.
- Introduced templates and reusable assets; worked on automation tests, layout automation and AI research for retail.

CLIENTS Fiat, Jeep, Peugeot, Citroën, Petrobras, CVC

Junior Motion Designer

DEC 2020 – OCT 2022

PXP Production (formerly Prodigious), Publicis Groupe · Pelotas, Brazil

- Designed and animated content for social media, TV spots, YouTube and HTML5 banners, plus logos, pictograms and brand elements.
- Assisted senior designers on high-profile projects with tight deadlines; kept motion assets consistent across campaigns.
- Helped organise team training and improve internal processes.

CLIENTS Samsung, Bradesco, Red Bull, Honda, Heineken, Diageo, Nestlé, Braskem

Motion Designer & Art Director

APR 2019 – JAN 2020

Lab03 Produtora · Pelotas, Brazil

- Visual identity, event branding, animation and video editing for a local party and events producer.

Also: Bakery Assistant, night shift, MJ Creations (Oct 2025 – May 2026) · Removals driver and offsider, The Furniture Man (casual, since Jun 2026)

SELECTED PROJECTS

- MJ Creations Order System B2B order platform for a wholesale bakery (Next.js, Supabase). [rafatofen.com/work/mjcreations.html](#)
- The Rang Uluwatu Website Villa website with booking pages and owner admin area. [rafatofen.com/work/ranguluwatu.html](#)
- Motion Reel Five years of motion and video work from agencies in Brazil. [rafatofen.com/work/motion-reel.html](#)

REFEREES

Helen Hacker MJ Creations Bakery, Owner 0449 174 441	Tyron Massara Amalgamated Civil and Plant Hire, CEO 0439 983 939	Jonathan Cover JPS Management & Execution, General Manager 0433 151 592
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