

Ricky Raboteau

Portfolio: anjes.us

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Location: Lisbon, Portugal



Creative Design and Direction

12+ years transforming abstract ideas into visual narratives that drive revenue. I thrive building design languages & brand systems that scale. From B2B SaaS to sporting goods, I bring systematic creativity to complex challenges.

Experience Section

Freelance | Design Direction & Brand Design

January 2025 – Present

- Accelerated Highspot's AI product launch as a lead brand designer, enabling Design to maintain focus on core development, while delivering a complete visual identity system with motion design
- Evolved Highspot's design language through strategic visual direction, building on the foundation of v1 to enhance brand consistency across all touchpoints

Highspot | Senior Visual Designer

August 2020 – January 2025

- Architected a comprehensive design language system adopted across a 500+ person organization, establishing visual standards that unified product, marketing, and sales materials
- Executed the Global Customer Conference as solo designer handling creative direction through production—work typically requiring an external agency or 3-person team

K2 Sports | Senior Graphic Designer

May 2016 – August 2020

- Designed women's snowboard that achieved highest sell-through rate in 2022 season, becoming top-performing SKU in category
- Pioneered production techniques that delivered product costs below aggressive pandemic-era targets with 5-month advance visibility, enabling proactive supply chain planning

Main Tools

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Houdini, Redshift, Claude, Slack, Jira, Miro, Notion, Google Workspace

Education

BFA Graphic Design – La Sierra University, June 2010