

# Ricky Raboteau

Portfolio: [anjes.us](https://anjes.us)

Email: [wu-ricky@proton.me](mailto:wu-ricky@proton.me)

Location: Lisbon, Portugal



## *Design and Direction*

12+ years transforming abstract ideas into visual narratives that drive revenue. I thrive building design languages & brand systems that scale. From sporting goods to Tech and AI startups, 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