

Team Lead | Senior UX/UI Designer |
Senior Graphic Designer of Communication

ACADEMIC TRAINING

UX/UI Design

September 2019 to February 2020
EDIT (Porto, Portugal)

Digital Photography

January to June 2019
4EMES - Consultores Associados (Porto, Portugal)

Microsoft Dynamics CRM 2011

Issued December 2013
myPartner (Porto, Portugal)

Graphic Design in Businesses

December 2006 to January 2007
AEP - Associação Empresarial de Portugal (Porto, Portugal)

Licentiate Degree in Graphic Design of Communication (Post-Bologna)

September 2000 to July 2005
ESAD - Escola Superior de Artes e Design (Porto, Portugal)
University of Siauiliu (Lithuania) - under the ERASMUS program

TKT

Issued 2000
Cambridge Assessment International Education

TECHNICAL SKILLS

Figma	Clickup
Sketch	JIRA
Invision	Principle
Adobe XD	Zeplin
Photoshop	Xtensio
Illustrator	After Effects
Indesign	html & css (notions)
Axure	React (notions)
Bootstrap (notions)	Tailwind (notions)

WORK METHODS & SOLUTIONS

Agile	Scrum
Kanban	
B2B	B2C
SAAS	
Design Systems	Component Libraries
User research	User flows/journeys
Wireframes	High & low fidelity prototypes
Usability testing	

LINGUISTIC SKILLS

English	<div style="width: 100%;"></div>
Portuguese	<div style="width: 100%;"></div>
Spanish	<div style="width: 75%;"></div>

PERSONAL SKILLS

Creative, organised, team spirited, team management, inovative, skilled multi-tasker, proactive, cross-functional team leadership.

PROFESSIONAL EXPERIENCE

Lidya — Fintech (Hybrid/Porto, Portugal)

Senior UX/UI Designer & Team Lead (January 2022 to this date)

Responsible for maniging the UX/UI team, and implementing a cross-functional and global role collaborating with internal and external stakeholders at all levels.

Still maintaining my UX/UI functions. Leverage both user research and product insight, elaborating user flows/ journeys, design systems, component libraries, develop wireframes, high fidelity mockups, prototypes, usability testing and feedback, best suited for the company internally and externally, partners and clients.

Lidya — Fintech (Remote/Porto, Portugal)

Senior UX/UI Designer (March 2020 to this date)

Responsible for leveraging both user research and product insight, elaborating user flows/journeys, design systems, component libraries, develop wireframes, high fidelity mockups, prototypes, usability testing and feedback, best suited for the company internally and externally, partners and clients.

Freelance Graphic Designer | UX/UI Designer (2001 to this date)

Experienced in designing and developing several and different projects for various national and international organisations. User Experience and User Interfaces for desktop and mobile platforms, low and high-fidelity wireframes & prototypes, creating design systems, component libraries, map and journey flow charts, click flows, institutional and corporate identities (stationary, logos, ...), packaging, branding, publicity, OOH advertising, catalogues, editorial work, illustrations, brochures, flyers/leaflets, posters, visual interventions, roll-ups, signage, photography, image treatment, newsletters (print & online), etc. Also used to finishing final files with final-art/ ready for print, when needed.

As a freelancer, the opportunity to manage, team lead and cross-team lead groups of people that have worked on the same project, have occurred. Respecting deadlines is definitely a surplus.

Some of the clients:

FitGlow Beauty (Canada) — Tiger Elite (USA) — ChampionsLadder (UK) — Five Wetsuits (UK) — SDS Car Rental (Italy) — Skyros Congressos (Portugal) — Sushi & Douro (Portugal) — IES, International Education Services (Portugal) — FozCafé (Portugal) — Ferro a Vapor (Portugal) — Sagótica (Portugal) — APN, Agrupamento Pneumático do Norte (Portugal) — Mr. Brand (Portugal) — Cyprus Embassy in Lisbon (Portugal) — Palavras e Rimas (Portugal) — Higicol Lda., Andreia Cosmetic Products (Portugal) — HotPink Lda./FashionNews (Portugal) — International English Academy (Portugal).

Queenie Cosmetics (Porto, Portugal)

Designer (2017 to 2020)

Responsible for the creative process, communication, product selection, sales, suppliers and client contacts, promotions, B2C and B2B designer, etc.

Hot Pink, Lda. — Fashion Retailer (Porto, Portugal)

Creative Director & Social Media Strategist (2017)

Responsible for designing, developing and managing concepts best suited for all the organisations digital marketing, publicity, miscellaneous communication and social media. UI designer and responsible for the B2B website.

Menina Design Group (Porto, Portugal)

Communication Creative Director (2016)

Responsible for managing, leading and cross-leading the design team. Designed and developed concepts best suited for all the organisations groups and external clients. Substituted the creative director that was going to be in maternity leave.

Saatchi & Saatchi (London, UK)

Senior Graphic Designer & UI Designer (2015 to 2016)

Responsible for designing and developing concepts best suited for the agencies clients. Since magazine and television adds, miscellaneous communication, OOH advertising, branding, UI design for the B2C/B2B websites and apps.

Informador Fiscal — Ginocar Produções, Lda. (Porto, Portugal)

Graphic Designer / UX/UI Designer (2012 to 2015)

Responsible for designing, developing and managing concepts best suited for all the organisations publicity and miscellaneous communication (websites, apps, leaflets, brochures, posters, roll-ups, subscription plans, newsletters, photography, ...), paging of the trimestral magazine "Revista Portuguesa de Contabilidade" (print & iBook format), "Boletim Economia e Empresas" and the bimonthly newspaper "O Informador Fiscal". Data insertion to all online platforms with HTML.

Some customer and supplier management - Microsoft Dynamics CRM.

Formato Verde. — Education for Sustainability (Porto, Portugal)

Graphic Designer / UX/UI Designer (2005 to 2007)

Responsible for all the publicity, miscellaneous communication (logos, newsletters, signage, brochures, posters, leaflets, yearly agenda, ...), internal & external client projects.

Responsible for developing and designing several publicity and awareness campaigns. Some of them: "EmissãoZero" sustainability awareness campaign; awareness campaign for the removal of canine droppings; UX/UI for the online interactive games, and board games for children and adults ("Triopolis" interactive game, "Residuopolio" board game). Internal and external catalogue paging & editing, and other miscellaneous work.

Farol de Ideias — Television Program Producer (Porto, Portugal)

Graphic & Motion Designer (2001 to 2004)

While a student in university, this was a part-time job, designing and developing graphic & motion designs for several television shows in the Portuguese television channels RTP1, RTP2 & Porto Canal.