

I'm a passionate Product Designer from Lisbon, Portugal.

Coworkers describe myself as multidisciplinary designer, focused on interaction design for web/mobile apps. With 10 years of hands-on experience in UI/UX and front-end development. I share great passion for user interfaces that are both easy to use and visually appealing.

### **Education**

Graduated at University of Coimbra in 2013. Bachelor and Master Degree in Design & Multimedia.

### **Skills**

Digital Product Design (Mobile & Web)

UX Design

Product Strategy

User Research

Wireframing and Prototyping

Information Architecture

Front-end Development

Git

### **Contact**

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### **Current Positions**

#### ***Senior Product Designer, Format, Since 2016***

Improving the usability, functionality, and aesthetics of the the current and new web and mobile applications.

#### ***Prof., Digital Experience Design Course, Faculty of Fine Arts, University of Lisbon Since 2017***

Currently teaching Interface Design.

### **Former Positions**

#### ***Head of Design, Tradiio, 2014–2016***

Responsible for the design team since day one. Driving the end-to-end experience to ensure a simple and intuitive user experience in all directions of the product.

#### ***Designer, ACT Digital, 2013–2014***

Developed and designed web and mobile solutions to solve business goals of brands like Volkswagen, Pandora and Schweppes.

#### ***Designer and Developer, Inovazi, 2010–2012***

Conceptualization, design and development of web solutions. Advertising, branding & marketing materials.

#### ***Freelance Designer, 2006–present***

I've been designing brands, interfaces for both mobile and web that help clients from the four corners of the world.