

# Gonçalo Martins

ux|ui designer

[goncalomartins.webflow.io](https://goncalomartins.webflow.io)

Lisbon, Portugal

[martins.gonc@gmail.com](mailto:martins.gonc@gmail.com)

+351 914 790 674

[linkedin.com/in/g-martins](https://linkedin.com/in/g-martins)

## UX/UI Design with Business acumen

Designer with an understanding of the drivers of Business success.

With a background in Business Analysis and Finance, is an adept at incorporating the Business' and customers' needs into impactful user experiences and interfaces.

## Experience

### UX/UI DESIGNER

#### SparkCare Remote, Portugal

SparkCare is a startup that is creating a SaaS platform for the management of nursing homes

Aug 2022 - Apr 2023

This was a part-time position

- Led and coordinated the design of SparkCare's SaaS platform from ideation to high-fidelity design and hand-off for development (using Figma)
- Shipped the design of the platform's Permissions Management and Healthcare Facility Management flows

### JUNIOR UX/UI DESIGNER

#### Brocode Remote, Portugal

Brocode is a digital product design and development agency

Mar 2022 - Aug 2022

This was a part-time position

- Assisted Senior UX/UI Designers on the UI Design of two projects:
  - The Broadway Podcasts app: aimed at providing customers a platform for broadcasting their podcasts [See project here](#)
  - Skillbank's website: website focused on marketing education
- Tasks performed include building sitemaps, research of UI patterns, working with typography and color, and wireframing and high-fidelity design in Figma

### PREVIOUS ROLES IN BUSINESS, FINANCE AND SALES

Jun 2015 - Aug 2022

#### Business Consultant | Leeway Strategy

Consulted on projects related to the Education sector. Performed tasks such as competition research, mystery shopping, market research, surveys and data analysis, and financial planning

#### Accountant | Air Liquide


Responsible for the accounting of Air Liquide's home healthcare assets for Spain. Solved a more than a decade long problem by connecting more than one million assets from the accounting to the logistics side, facilitating the write-off of the assets and ensuring an accurate financial management

#### Financial Analyst | Bizay

Responsible for the treasury and cashflow management. Key driver of a change on the treasury processes for the company - the result was a drop in payment errors, more accuracy in meeting the payment deadlines, drop in treasury's tasks lead time, and enabling better financial reporting

### LANGUAGES

 Portuguese (Native)

 English (Fluent)

 Spanish (Advanced)

### PRODUCT DESIGN SKILLS

Design Thinking

User Research

Visual UI Design

Information Architecture

Usability Testing

Responsive Design

### IT SKILLS

Figma

Adobe XD

Webflow

HTML

CSS

JavaScript

Notion

MS Excel

MS PowerPoint

### BUSINESS AND FINANCE SKILLS

Finance

Accounting

Business Analysis

Market Research

Leadership

Sales

## Education

### UX DESIGN PROGRAM

#### CareerFoundry

Nov 2022 - July 2023

Specialization in Front-End Development

### UI DESIGN CERTIFICATE

#### Dribbble

Sept 2022

### UX DESIGN CERTIFICATE

#### Google

Nov 2021 - Jun 2022

### MASTERS IN INTERNATIONAL MANAGEMENT (CEMS)

#### ESADE Business School (Barcelona)

Sep 2012 - Jun 2015

### BACHELORS IN BUSINESS ADMINISTRATION

#### Católica Lisbon SBE

Sep 2009 - Jun 2012