

MIGUEL FELÍCIO

USER EXPERIENCE DESIGNER

1.8 WHAT'S NEXT?

**I turn information into
experiences people
care about.**

I'm the kind of guy that thinks systemically but also I'm able to translate that thinking in simpler terms and produce designs based on that broad thinking around a problem set.

Things I'll Do Well

Digital Product Design

UX Design

Interactive Prototyping

Web Design & Front-end Development

Android & iOS Design Fluency

Brand Identity & Voice

Creative/Art Direction

Copywriting

Business Strategy

Video Direction & Script Writing

Animation

Areas I want to improve

Business talk being able to communicate with different stakeholders

Deliver simple and clear communicate

Lead negotiations with budget and money discussions

Craft good writing and microcopy

Areas I want to double down on

Branding design

Motion graphics design

Concept development

Ethnography videography

Future Jobs

SEPT 2025 -

UX TEAM LEAD AT ADOBE

- Lead a team of designers to deliver new experiences through fan research, participatory design prototypes, user testing and visually engaging user experience.
- Strategize, brainstorm, and define new software features as part of our service offerings.
- Communicate at a management level and at a business level to influence a direction and drive product decisions
- Act as an ambassador of design thinking and establish a collaborative design approach and working culture within a multi-disciplined different teams.
- Create a comprehensive design systems in a new Adobe product

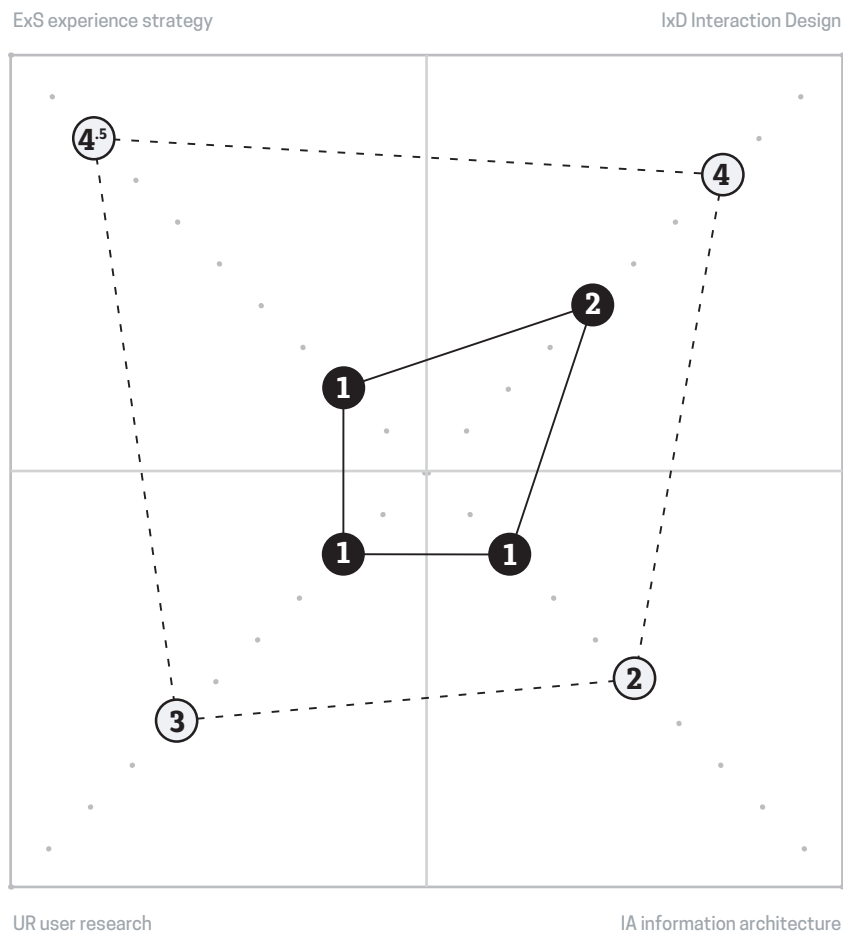
AUG 2022 - AUG 2025 PRODUCT DESIGNER AT ATLASIAN

- Develop fluency in interaction design, user-centered design processes, as well as strong knowledge of user experience principles and techniques.
- Identify user needs, sketch solutions with prototypes, test ideas with our user researchers, and refine designs with data and user feedback.
- Communicate design decisions using sketches, personas, information architecture maps, interaction flows, user scenarios, wireframes, storyboards, mockups (high and low res) and prototypes.
- Design, prototype, and develop elegant solutions and craft delightful user experiences

JULY 2020 - JULY 2022 UX DESIGNER @ CANVA

- Work from concept generation, map user flows, sketches and mocks, prototyping interactions to launch
- Collaborating closely with a variety of other UX disciplines (research, copy, audio, prototyping Engineering team).
- Design simple, usable, and elegant customer experiences and create high-resolution mockups across mediums: web, mobile, and email

Skill Quadrant



Continued Education

1. School of motion course + Growth Hacking course
2. Find a long-time mentor and a meeting once a month
3. Attend a local UX meet-up
4. Listen to Ux podcast
5. Interaction Design Foundation course to extend UX knowledge and deep dive into different specialisations