



Filipa Maia

PRODUCT DESIGNER

[Check my Website](#)

anafamaia@gmail.com

+351 936 241 813

EXPERIENCE

UX/UI Designer | lluni

Apr 2025 - Current

Leading end-to-end design across the platform. Collaborate with the PO and developers, improving key screens such as login, which reduced support tickets by ~70% and received positive user feedback.

UX/UI Designer | Founders Founders

Nov 2024 - Feb 2025

Led the full UX process for the company website, including user research, benchmarking, competitive analysis, card sorting, information architecture, sketches, wireframes, and user testing. Collaborated closely with the marketing team to ensure designs met user needs and business goals.

Account Manager | Hilti Portugal

Jun 2022 - Dec 2023

Managed customer relationships, provided support and issue resolution, and gathered client feedback to drive service and product improvements. Responsible for account management, order processing and enhancing customer experience.

Technical Designer | Metalogalva

Feb 2019 - May 2022

Developed 2D and 3D models of metal structures, including telecommunication towers and high-voltage poles, following engineering specifications and client needs.

EDUCATION

Specialization in Digital Product & UX/UI Design

FLAG | 2024 - 2025

UI/UX Development

CESAE Digital | 2024 - 2025

Postgraduate Degree in Business Creation and Development

PEA | 2021

Bachelor's Degree in Business Assistance and Translation

ISCAP | 2015 - 2018

CERTIFICATIONS

Usability and UX Applied to Digital Products with AI

uiux.pt | 2025

Accessibility in the Digital World

NAU | 2025

UX Writing - Level 2: Content for user experience

Tangível | 2025

SKILLSET

Prototyping

Figma, Axure

Programming

HTML, CSS, Bootstrap, JavaScript, Github

Additional

Notion, Miro, Adobe Illustrator and After Effects

Languages

Advanced English and Native Portuguese