



# Filipa Maia, Product Designer

[anafamaia@gmail.com](mailto:anafamaia@gmail.com)

[+351 936 241 813](tel:+351936241813)

Check my [Website](#)

## Work experience

04/2025 - Present

### UX/UI Designer

**Iluni** Software development, SaaS

I lead the entire design process from user research and flow optimization to wireframes, UI design and developer handoff.

11/2024 - 02/2025

### UX/UI Designer Internship

**Founders Founders** Scaleup incubator

Conducted UX research, redesigned the website to enhance usability and aesthetics, created wireframes in Figma, and collaborated with stakeholders to align the design with business goals while ensuring accessibility standards.

06/2022 - 12/2023

### Voice of Customer → CS Representative → Account Manager

**Hilti Portugal** Construction solutions

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.

02/2019 - 05/2022

### Technical Designer

**Metalogalva** Metalworking company

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

05/2015 - 05/2018

### Call Center Operator

**NOS** Telecommunications company

Managed customer retention, resolving issues and negotiating contract renewals to reduce churn.

## Education

### Usability and UX Applied to Digital Products with AI

uiux.pt 2025

### Accessibility in the Digital World

Plataforma NAU 2025

### Specialized Digital Product & UX/UI Design

FLAG 2024 - 2025

### UI/UX Development

CESAE Digital 2024 - 2025

### Business Creation and Development

Porto Executive Academy  
2021, Postgraduate Degree

### Business Assistance and Translation

ISCAP 2015 - 2018, Bachelor's

## Skills

### Prototyping

Figma, Axure

### Programming

HTML, CSS, Bootstrap,  
JavaScript, Github

### Additional

Notion, Miro, Adobe Illustrator and  
After Effects

### Languages

Advanced English and Native  
Portuguese