



Filipa Maia

PRODUCT DESIGNER

Check my [Website](#)
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EXPERIENCE

UX/UI Designer | Iluni 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