

# Pedro Aires Serrano

[pasexperience.com](https://pasexperience.com)

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## experience

**VoiceInteraction**  
Content Creator  
Sep. 2020 – Jan. 2023

Digital media production, technical / commercial copywriting, and strategic comms

**Freelancer**  
Digital Marketing  
Mar. 2019 – Mar. 2020

Digital media production, community management, market analysis, and brand awareness for multiple entities

**GPA Studio (Arch)**  
Architect  
Mar. 2018 – Sep. 2019

Project development, urban planning from initial surveying phase all throughout general planning, and conclusion of basic project execution phase

## education

**Specialized UI/UX**  
Flag Lisboa  
Sep. 2023 – Feb. 2024

Design Fundamentals, Visual Design, Design Thinking, User Research, Information Architecture, Wireframing, UX Writing, Interactive Design, Motion Interaction, Figma Prototyping, User Testing, UX strategy

**Masters in Architecture**  
U. Lusíada Lisboa  
Sep. 2011 – Jan. 2018

The theoretical and practical skills necessary for the practice of Architecture expressed in the different areas

## skills

Figma, Sketch, Framer, Webflow, Adobe Suite

User interviews, Affinity Diagramming, Card Sorting, Information Architecture, Cognitive Walkthroughs, Prototyping, A/B Testing, Evaluative Research, Design Workshops, Storytelling, Ergonomic Analysis, Dev. Handoff

## additionally,

Notion, Frame.io, Google Workspace, Microsoft 360, Final Cut Pro, DaVinci Resolve, Autocad, Sketchup, Revit

Management of all visual and written comms for annual development cycles. Scaling strategy for continuous content production. Classification and management of all media files for archival purposes;

Prototyping towards key positions in the market whilst strengthening the marketing department's management;

Outsourcing. Responsible for acquiring, managing and/or mentoring tertiary talent – relevant to any content production operation (designers; copywriters; voice actors; &c);