.Afbeelding met schermopname, Graphics, ontwerp

Automatisch gegenereerde beschrijving

**Nuno Cruz**

Date of birth:17/7/1990 **|** Nationality: Portuguese **|** Gender: Male  **|**

Portugal

**PROPOSED POSITION: User Interface (UI) Expert**

He started his career as a frontend developer and graphic designer on an Erasmus+ internship in Ireland. In 2016 he started working as a UI/UX designer and researcher, making high-resolution wireframes. Web content. Branding. Artfinalist. Printing. From that moment on, the candidate has been working in various areas such as health, fintech, patents, gas stations, and banking. In the current project, the candidate is working as a UX/UI designer at McKesson performing UX/UI duties regarding changes to the company's B2B sales website. His main responsibility is to ensure that the digital platforms and tools developed are user-friendly, visually appealing, and aligned with the organization's objectives and values.

**WORK EXPERIENCE**



02/2024 - Ongoing; Lisbon (Portugal)

**UX Designer** – Randstad Digital Portugal

* Shaped user experiences across two major enterprise platforms (ERA and C360), ensuring usability, consistency, and alignment with strategic business goals.
* Led changes to the company's B2B sales website, improving flows and addressing critical usability issues.
* Organized and facilitated workshops with product teams to align visions, gather insights, and drive user-centered design strategies.
* Delivered high-fidelity mock-ups and prototypes to clearly communicate interaction flows and visual direction.
* Acted as a bridge between development, stakeholders, and product teams, ensuring UX decisions aligned with technical feasibility and business needs.
* Assisted development teams by creating new flows and resolving design-related issues to optimize the site's user experience.
* Led UX discovery efforts, conducting user research and applying data-driven design strategies tailored to each project.
* Maintained and evolved a centralized design system, ensuring visual and interaction consistency across platforms and teams.
* Aligned and organized the entire JIRA ticketing system to streamline design and development processes.
* Worked closely with product teams throughout the lifecycle, from ideation to rollout, keeping user needs at the forefront of every decision.
* Ensured all designs adhered to UI best practices and accessibility standards.



08/2023 – 02/2024; Portugal

**UX Designer** – Windmill Digital

* Working methodology: Agile (Scrum);
* User Research and Analysis;
* Design Thinking and Prototyping;
* Collaboration with Cross-functional Teams;
* Initiative-Specific Design;
* Visual Design and Branding;
* User Testing and Iteration;
* Communication and Documentation;
* Assisting developers.



08/2022 – 08/2023; Lisbon (Portugal)

**UI/UX Designer** - Afinity

1º Project

* Responsibilities assumed: UX/UI Designer for two future SOVOS products, "SOVOS Home" and "Universal Invoice Monitor", working with MUI and Mosaic design system and contributing to it;
* The candidate worked on the creation of two SOVOS future products:
* Sovos Home, that consists in a hub of every sovos product that a user has and the possibility to jump into the products with just one click;
* Universal Invoice Monitor, that is designed to help businesses streamline their accounts payable (AP) processes and ensure compliance with tax regulations. Here the candidate worked on implementing the Data Grid pro features and capabilities that enhance the presentation, editing, filtering, sorting, and navigation of data within the grid;
* Creating the usability within the screens and the UI components alongside with the design system team.

2º Project

* Working methodology: Waterfall;
* Responsibilities assumed: "Debugging" UX problems within the Via Verde website. Creating UX Solutions for the Via Ver website and similar Via Ver products;
* The candidate worked on the Via Verde site renewal that consisted in solving UX problems within the Via Verde website, including mobile responsiveness.



03/2021 – 08/2022; Portugal

**UI/UX Designer** - Hyphen

1º Project

* Working methodology: Agile (2 weeks sprints);
* Responsibilities assumed: UX/UI Designer working with Backbase Making high fidelity wireframes using Backbase design system. Creating the user experience. Prototyping;
* The candidate worked in creating UI solutions for the Stanbic Bank Kenya App working with the Backbase design system and coordinating with the development team. As well as working in the user experience; Tools/Tech: Sketch, Figma, Invision, Miro

2º Project

* Working methodology: Agile (2 weeks sprints);
* Responsibilities assumed: UX/UI Designer working with Backbase Making high fidelity wireframes using Backbase design system. Creating the user experience. Prototyping;
* The candidate worked in creating UI solutions for the Stanbic Bank Kenya App working with the Backbase design system and coordinating with the development team. As well as working in the user experience.

3º Project

* Working methodology: Agile (2 weeks sprints);
* Responsibilities assumed: Product Designer Creating the user experience for the COFIDIS products. Making low fidelity wireframes. Making high fidelity wireframes. Prototyping;
* The candidate mainly performed UX/UI functions that had direct impact businesswise. COFIDIS is a consumer credit company and I worked in projects of which the main objective was to convert a “viewer” into a future client. Also, the candidate repaired a lot of user experience “bugs” in their products regarding the UI



03/2020 – 03/2021; Lisbon (Portugal)

**UX/IS Designer** – Axians – European Patent Office

* Working methodology: Agile (monthly sprints);
* Responsibilities assumed: UX/UI Designer. Creating the user experience for any EPO project I was associated with. Making low fidelity wireframes. Making high fidelity wireframes. Prototyping.
* In EPO the candidate performed UX functions receiving and interpreting the requirements and scenarios of business analysts and creating solutions at the level of design that would lead to the intended purposes in these same scenarios. The designs had a large prototyping component even though it was not with the final UI. This prototyping was done to make the “user's journey” (Axure used) more noticeable. Therefore, the candidate performed some user tests to assess the effectiveness of the design, and with the suggestions given by the participants, proceed to the refinements appropriate to the task;
* Along with this work, the candidate had weekly meetings with the project owners where the candidate reported all the work done during the week, and at the end of the month he completed the tickets through JIRA and returned them to the project owner;
* At the UI level, created visual solutions using the EPO design system (using Figma) prototyping more realistically (if requested). The requirements were given at the beginning of each month and the design was done until the requested date;
* In projects already close to implementation, the candidate had weekly meetings with the development team where he monitored the design implementation and suggested the necessary changes. At the end of the month, he closed the due tickets and returned them to the project owner.



02/2020 – 04/2020; Lisbon (Portugal)

**PUX/UI Designer** - Zyrgon

* Working methodology: Waterfall;
* Responsibilities assumed: UX/UI Designer. Creating the user experience for any Zyrgon project he was associated with. Making low fidelity wireframes. Making high fidelity wireframes. Prototyping;
* Zyrgon is a digital marketing agency specialized in marketing strategy, social media management. creation of websites, online stores and performance. He worked in creating wireframes for products from companies such as REPSOL, Água do Vimeiro and Hotel Vila Monte. Creating the full user experience and the user interface. He also performed graphic designer functions for some of the projects he was associated with.



12/2019 – 02/2020; Lisbon (Portugal)

**UX/UI Designer** – MJV Nova Banco

* Working methodology: Agile (2 weeks sprints);
* Responsibilities assumed: UX/UI Designer. Creating the user experience of three of the new features of the new Novo Banco App. Making low fidelity wireframes. Making high fidelity wireframes. Prototyping;
* The mission was to create a PFA (Personal Financial Advisor) that included, account integration, expense management, and account automatizations (such as subscriptions or direct debit);
* There was already a lot of user research made, so they created the flowcharts for the new features, and then the low fidelity wireframes (including the flow of the pages) and then the high-fidelity wireframes. We've documented all of this before starting drawing. The visual aspect was a big part of the project.



11/2016 – 12/2019; Lisbon (Portugal)

**UX/UI Designer** - SPMS - Shared Services Of The Ministry Of Health

* Working methodology: Waterfall;
* Responsibilities assumed: UX/UI Designer. Making high resolution wireframes. Web content. Branding. Art-Finalist. Print;
* The candidate earned a lot of experience in usability and accessibility of websites, working alongside the development team that had a blind person to help in that matter. He was responsible for the design of the INEM website, SPMS website, ADSE logo, SICO App, and helped restructure the digital presentation of some of the public hospitals websites. He worked a lot with wordpress too, updating websites and helping developing some of the websites (no code);
* At the same time he has made a lot of web-content for websites and social networks. A big part of the job was graphic design for events, a lot of print and merch elements such as flyers, cards, schedules, t-shirts, banners, roll-ups, mupis, outdoors, everything you could imagine in the printing;

**EDUCATION AND TRAINING**



09/2011 - 06/2015

**Bachelor's Degree Graphic Design**- ESAD – Escola Superior de Artes e Design

09/2014 - 06/2015

**Vocational Qualification Web Design** - ETIC – Escola de Tecnologias Inovação e Criação

**LANGUAGE SKILLS**



|  | UNDERSTANDING | | SPEAKING | | WRITING |
| --- | --- | --- | --- | --- | --- |
|  | Listening | Reading | Spoken production | Spoken interaction |  |
| **Portuguese** | C2 | C2 | C2 | C2 | C2 | |
| **English** | C1 | C2 | C1 | C1 | C1 | |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

**DIGITAL SKILLS**



Adobe XD, Figma, Sketch, JIRA. Miro, Mural, Microsoft 360, Invision, Azure DevOps, Axure RP, Zeplin, Wordpress, Adobe Creative Cloud

**COMMUNICATION AND ORGANISATIONAL SKILLS**



**Communication skills**



* Cross-functional Collaboration: "Acted as a bridge between development, stakeholders, and product teams, ensuring UX decisions aligned with technical feasibility and business needs."
* Workshop Facilitation: "Organized and facilitated workshops with product teams to align visions, gather insights, and drive user-centered design strategies."
* Reporting & Documentation: "In EPO... had weekly meetings with the project owners where the candidate reported all the work done during the week, and at the end of the month he completed the tickets through JIRA and returned them to the project owner.”

**Organisational skills**



* Project Management: "Worked closely with product teams throughout the lifecycle, from ideation to rollout, keeping user needs at the forefront of every decision."
* Systematization & Process Improvement: "Aligned and organized the entire JIRA ticketing system to streamline design and development processes."
* Attention to Detail & Consistency: "Maintained and evolved a centralized design system, ensuring visual and interaction consistency across platforms and teams."