

# FELIPE SOARES

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*I am a professional with 9+ years' experience creating, developing, interacting and providing the best customer experience in a wide range of industries such as hospitality, food, Mobile apps, Educational, Offices (Architecture) and more. During the course of my career, I have been reaching great improvements when it comes to brand communication and user interaction. Utilising ethnographic research, creating personas/archetypes in order to understand our customers and prototypes to test those assumptions, experimenting small projects to implement in a more optimised, well-structured and efficient one, were some of the processes I have been through to reach great results.*

## Work Experiences

MARCH 2018 - TO DATE

### UI Designer / LetsGetChecked, Dún Laoghaire, Ireland

LetsGetChecked is all about personal health testing – making healthcare and diagnostics open and patient-led, empowering people to use technology in a simple but powerful way and giving greater control of their personal health. One of my responsibilities were to help improve and manage the website, dashboard and communication assets and designs.

- Developing UI mockups and prototypes to clearly illustrate how sites function and look like
- Collaborating with product management and engineering to define and implement innovative solutions for the product direction, visuals and experience
- Execute all visual design stages from concept to final hand-off to engineering
- Creating wireframes, low and high-fidelity prototypes, storyboards, mockups, user flows, process flows and site maps to effectively communicate interaction and design ideas.
- Establishing and promoting design guidelines, best practices and standards.
- Conduct layout adjustments based on user or business feedback.
- Creating and managing processes, guidelines and documentation of Design production.
- Responsible for the product interface design, creative work, and production work.
- Building maintainable, reusable (modular), front-end components.
- Developing improvements on the physical product based on production and business demands.
- Developing a design infrastructure that allows our product and design capabilities to scale.
- Creating and managing guidelines for illustrations and animations.
- Building templates, documentation and final deliverables such as: animations, banners, illustrations and presentations.
- Competitor analysis and design research to contribute to product improvement.
- Creating and managing a design pattern library using the Atomic Framework.
- Designing graphic user interface elements (menus, tabs, navigation buttons, search fields).
- Identify and creatively troubleshoot problems (e.g. responsiveness, usability).
- Strategically creating new features and functionality based on user stories and behaviour.
- Keeping the team up-to-date on the latest industry trends.
- **Tools used: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Flash, Final Cut Pro, Bohemian Sketch, InvisionApp, Keynote and others.**

## Skills

- Curious
- Creative
- Self-taught
- Committed
- Fast-learner and super organised
- Strong time management
- Easy-going, Friendly, team-player
- Strong initiative

## Full Stack Designer / LONGBOAT CLINICAL, Dublin, Ireland

My main goal is to translate scripts into learning videos following the brand guidelines and Medical requirements, in a creative and didactic way. Creating and updating printed marketing and sales materials, and internal manuals and guides. Creating mockups for our digital products and performing usability researches with internal stakeholders for Information Architecture and User Interface (UI) design.

- Building wireframes and storyboards to conceptualise the design
- Determine timelines and deliverables
- Defining visual elements, product elements, and overall design
- Evaluate and set best practices and standards
- Conduct user testing of applications to improve general UX
- Working closely with engineering, frontend, and backend developers
- Standardisation of assets library and managing workflow
- Redesigned the website and implementing a more uniform UI across the website
- Overseeing and training of new designers
- Creating demos and presentations from scratch to display design concepts for clients
- Collaborating with product management and engineering to define and implement innovative solutions for the product direction, visuals and experience
- Executing all visual design stages from concept to final hand-off to engineering
- Conceptualising original ideas that bring simplicity and user friendliness to complex design roadblocks
- Through a spontaneous analysis, I have started reframing the company's own product in order to improve its workflow, productivity and friendliness to enhance the customer's experience. Constantly prototyping and interacting with internal stakeholders we could start to pave a pathway to change the product's interactions and architecture
- Present and defend team's design decisions. All my design decisions were based on the overall design roadmap as well as my own design thinking and fundamental principles (i.e. colour theory, visual weight, etc.)
- **Tools used: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Flash, Final Cut Pro, Bohemian Sketch, InvisionApp, Sublime Text Editor and others.**

JANUARY 2016 – DECEMBER 2016

## Graphic Designer / DIATEC, Dublin, Ireland

Designing large format print materials, following the best practice while taking both marketing and commercial goals into account. Sending materials to print following studio guidelines. Ownership of the design based projects, working in partnership with clients and sales team.

- Working with clients, briefing and advising them with regard to proposal style, format, print production and timescales
- Adapting my designs to meet budget and time constraints
- Keeping on top of the latest graphic design computer programmes and technologies
- Preparing illustrations or rough sketches of material, discussing them with clients and/or supervisors and making necessary changes.
- Layout and scale photos, marking them for proper screen values for print reproduction
- Creating demos and presentations to display design concepts for clients
- Presenting the user-interface visually so that information is easy to read, easy to understand and easy to find
- **Tools used: Adobe Photoshop, Illustrator, Indesign, InvisionApp, Sketch and others.**

## Designer / MAGIC PHOTO GIFTS, Dublin, Ireland

\*I've got this opportunity right after moving to Ireland.

Different formats and materials to print, where I started by my own initiative to create the brand, website and online strategy for the company, bringing the brand personality to the clients. Printing, creating and restoring pictures.

- Ensured operation of equipment by completing preventive maintenance requirements; following manufacturer's instructions; troubleshooting malfunctions; calling for repairs; maintaining equipment inventories; evaluating new equipment.
- Set internal network between MACs and PCs.
- Created website after presenting different platforms to the owner
- Created and managed Social Media and other digital and printed means to increase brand awareness and drive sales.
- Creation of templates to improve workflow of the store
- Operation of different printers, printing sizes, materials and formats.
- Customer service and Sales engagement.
- Design logos for products and businesses, signs and environmental graphics, promotional displays and stands, packaging and marketing, brochures and magazines, newspapers, journals, corporate reports, newsletters, email marketing and others.
- **Tools used: Adobe Photoshop, Illustrator, Indesign, Atom text editor, Google Adwords, Analytics, Social Media, Mail Chimp, and others.**

## Brand Specialist / Owner, WUNDER MINDS, São Paulo, Brazil

The idea of creating my own brand/business, came up after I have identified a gap in the market in terms of how small/medium organisations were struggling to deal & to build their brand and communication.

- Working across a wide range of channels such as offline/online media and content creation
- Digital media management and creation of websites, apps, newsletter, video and social media
- Collecting data with analytics tools to improve and organise the user experience
- Manage and enhance the company's brand and reputation
- Coordinating objectives with marketing and management
- Ensuring brands' consistency
- Develop and enrich customer service experience, driving profitable sales, brand growth and loyalty
- Analysing and supporting both marketing plans to align with brand strategy and achieve annual operating plan goals
- Develop and execute brand management plans
- Leverage customer insight data to refine brand management
- Identify brand-building areas
- Ensure brand communication for areas of responsibility and consistency with the companies' and brand positioning
- Develop and implement media planning, and innovation strategies
- Provide design and direction for collateral, web, product packaging, and other visual communications media
- Help promote uniformity and brands' consistency
- Developing and refining graphic standards and visual brand strategies
- Quantitative and user behaviour analysis, and qualitative interviews
- Develop user stories and journeys

- Layout and scale photos, marking them for proper screen values for print reproduction
- Managed client expectations and timeframes
- Conducting researches with stakeholders to improve usability and engagement, for online and offline communication
- Creating demos and presentations to display design concepts for clients
- Take overall responsibility for all online and offline work produced for all clients, including email templates, banners, brochures, leaflets and website mock-ups
- Liaise with third party providers and agencies as and when needed
- Help to source and manage freelancers as and when required
- Work with managers and teams to define user flows and sitemaps for websites and apps
- Measure human-computer interaction (HCI) element of a design
- Perform and implement user research for surveys and feedbacks
- Conduct & Facilitate requirements, design, and implementation reviews
- Review user adoption of deliverables and acceptance testing
- Participating in key internal meetings including weekly status updates and planning sessions
- **Tools used: Adobe Lightroom, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Flash, Final Cut Pro, Bohemian Sketch, InvisionApp, Branding, HTML, JavaScript, jQuery, Git, Version Control, Social Media, Facebook Ads, Marketing, Google Adwords, Google Web design, Google Analytics and others**

*MARCH 2009 – OCTOBER 2012*

### **VFX Editor / FELICITÁ FILMS, São Paulo, Brazil**

Cutting and creating TV movies for large clients as Carrefour, Land Rover, Riachuelo, Goldfarb and others. Doing movie composition and post-production for TV and internet movies, delivering a high quality work with a short deadline and in a very fast-paced environment. Having been promoted twice in three years' time.

- Checking sequences and timelines of plans on a regular basis to ensure they are up-to-date and available at all times. Track the different versions and release dates.
- Respond to all editorial requests, including client approvals, to support the production team.
- Creating graphics, animating, and delivering videos
- Colour correction using Smoke, After Effects and Apple Color
- Managing the internal edits of film sequences and shots
- Ingestion and processing of incoming material
- Running clients and internal screening room review sessions
- Sending finished work to clients or other facilities
- Creating in-house reels including annual company's reels, show reels, technical breakdowns, and awards reels
- Creating demos and presentations to display design concepts for clients
- **Tools used: Adobe Lightroom, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Flash, Final Cut Pro, Autodesk Smoke and others**

*JUNE 2008 – MARCH 2009*

### **Video Editor / TUDOBEM FILMS, São Paulo, Brazil**

- Editing commercial films for TV and Internet.
- Acting as a Production Assistant using Final Cut and Adobe Suite as main tools.
- Creating in-house reels including annual company reels, show reels, technical breakdowns, and awards reels
- Take a brief to grasp production team's needs and specifications
- Review shooting script and raw material to create a shot decision list based on scenes' value and contribution to continuity

- Trim footage segments and put together the sequence of the film
- Input music, dialogues, graphics and effects
- Creating rough and final cuts
- Ensuring logical sequencing and smooth running
- Consulting with stakeholders from production to post-production process
- Continuously discovering and implementing new editing technologies and industry's best practices to maximise efficiency, experimenting with styles and techniques including the design of graphic elements
- Working in a fast-paced environment under very short deadlines
- Create demos and presentations to display design concepts for clients
- **Tools used: Adobe Lightroom, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Final Cut Pro, and others**

*MARCH 2007 – JULY 2008*

### **Art Assistant / MARTIN LUZ, São Paulo, Brazil**

- Meeting clients and account managers to discuss the business objectives and requirements of the job
- Estimating the time required to complete the work
- Thinking creatively to produce new ideas and concepts and developing design
- Using innovation to redefine a design brief within the constraints of cost and time
- Presenting finalised ideas and concepts to clients and account managers
- Use design, animation, and editing software
- Proofreading /mockups to produce accurate and high-quality work
- Working as part of a team with copywriters, account executives, developers and marketing specialists
- Providing design and direction for collateral, web, product packaging, and other visual communications media for clients
- Helping to promote uniformity and brands' consistency
- Creating demos and presentations to display design concepts for clients
- Developing material for web pages
- Designing logos for products and businesses, signs and environmental graphics, promotional displays and stands, packaging and marketing, brochures and magazines, newspapers, journals, corporate reports, newsletters, email marketing and others
- **Tools used: Adobe Lightroom, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Final Cut Pro and others**

*MARCH 2006 – JANUARY 2007*

### **Volunteer / MAX ZENDRON LIBRARY, São Paulo, Brazil**

Could bring some joy to the life of those in need, always with activities that reinforce the need for education and health.



## Education

MARCH 2018

**Flinto for Mac for UX Design** LYNDIA.com

**Sketch: Beyond the Basics** LYNDIA.com

**Graphic Design Foundations: Typography** LYNDIA.com

**Typography: Choosing and Combining Typefaces** LYNDIA.com

**Glyphs App Essential Training** LYNDIA.com

FEBRUARY 2017

**Product Design** GOOGLE/UDEMY

**Human-Centered Design** +ACUMEN/ IDEO.org

NOVEMBER 2016

**Full Stack Web Developer** FREE CODE CAMP

OCTOBER 2016

**Web Design & Digital Literacy** TEAM TREEHOUSE

**Front-End Web Development** TEAM TREEHOUSE

MARCH 2015 TO JUNE 2015

**English Proficiency** DORSET COLLEGE, Dublin, Ireland

MARCH 2013 TO JULY 2015

**Master's in Branding & Brand Management** INSTITUTO EUROPEU DE DESIGN, Sao Paulo, Brazil

JANUARY 2008 TO DECEMBER 2012

**Bachelor's Degree in Advertising & Communication**

PONTIFÍCIA UNIVERSIDADE CATÓLICA (PUC) Sao Paulo, Brazil

MARCH 2010 to JULY 2011

**Drawing and Animation 2D** ART ACADEMIA, Sao Paulo, Brazil

JANUARY 2006 TO DECEMBER 2006

**Art Direction, Copywriting, Offline Graphic Design, Video Design** SENAC, Sao Paulo, Brazil

## About Me

I love to remain up to date with new technologies, and as a great self-taught person, I'm fully capable of learning new technical skills studying at home during my free time. I'm also an extrovert person, enjoying meeting friends and making new ones, no matter if it's at home or in a pub, accompanied by a delicious pint of craft beer.

But, it's not all about being a nerd or friendly, I also enjoy going to the gym/yoga (which I usually do every weekday), cycling or skating to work, attending guitar classes on Saturdays and cooking vegan recipes with my lovely wife.

## Technical Languages

### Advanced knowledge/ experience:

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effects  
Adobe Flash  
Final Cut Pro  
Bohemian Sketch  
Flinto  
InvisionApp  
Branding  
Autodesk Smoke

### Upper-Intermediate knowledge/experience:

HTML  
JavaScript  
jQuery  
Git / Version Control  
Social Media  
Glyphs app  
Zeplin  
Facebook Ads  
Marketing  
Google Adwords  
Google Web Design  
Google Analytics  
Scrum  
Perforce  
Jira

## Languages

Portuguese – *Native*  
English – *Fluent*  
Spanish – *Intermediate*

