

A designer fascinated and driven by people. My goal is to create meaningful and accessible experiences fuelled by purpose and a vision for a better world.

[in/filipagribeiro](#)
[filipa.xyz](#)

Selected Experience

- April 2024 - Current

Product Designer @ Filecoin Foundation

Remote

 - Part of the User Experience Improvement Team (UXIT), dedicated to enhancing the usability of the Filecoin ecosystem. Conducting dogfooding sessions on various products, websites, and documentation, to deliver detailed reports with recommendations for improved usability;
 - Leading product design for internal tools, conducting user research through interviews and usability testing, and supporting external teams with their design efforts.
- Feb 2024 - May 2024

Product Designer Consultant @ AminoChain

Remote

 - Collaborating with founding members to design and launch a product from concept to MVP. Helped establish the foundation for future development and growth, contributing to the team's successful \$5M seed round led by a16z crypto.
- Nov 2021 - Mar 2024

Product Designer @ Subvisual

Remote

 - End-to-end product design workflow of MVPs and early-stage web3 products in areas such as Public Goods, DeFi, NFT marketplaces, and Decentralized Social Media;
 - Mentoring designers to help them develop their skills and go through the end-to-end product design workflow as part of their Summer Camp program.

Awards and Honors

- Sep 2023

Fund Public Goods Hackathon Winner

Funding the Commons x Gitcoin

Remote

 - Designed "Voicedeck" a platform to onboard investigative journalism organizations from India to web3, allowing them to sell hypercerts of their impact, reward participants and get funding. Built in less than 3 weeks, Voicedeck won the second prize for "Gitcoin x Funding the Commons: Best Public Goods Funding project" and the prize for the second best public good project.
- Jun 2023

ETH Global HackFS Finalist

Remote

 - Designed "Cosmicwaves" a decentralized music streaming service, built in less than 3 weeks, that was selected as a HackFS 2023 Top 9 Finalist, from +200 submitted projects.

Education

2017 - 2021

BA (Hons) Graphic Communication Design

Central Saint Martins - University of the Arts London

London, United Kingdom

Skills & Tools

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|---------------------------|------------------------------|--------------------------------|---------------------|
| Product Strategy | Interaction Design | Design Systems | Figma |
| User Research | Visual Design | Basic Front-End Knowledge | Adobe Photoshop |
| Usability Testing | User Flows & Journey Mapping | Blockchain Fundamentals | Adobe Illustrator |
| Wireframing & Prototyping | Information Architecture | Cross-functional Collaboration | Adobe After Effects |

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