



# GONÇALO ESTEVES FERREIRA

## UX/UI Designer

Empathic User Experience Designer with a background in pastry and customer service. Experienced collaborator focused on processing and implementing feedback, creativity, and detail-oriented to resolve usability issues. Human-centered mindset, insight to spot unusual patterns and come up with out-of-the-box solutions to impact and create intuitive digital products that bring change to others.

## ABOUT ME

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## EDUCATION

CareerFoundry
Web Development Specialization
Oct-Nov 2021
UX Design Intensive Course
Feb-Sep 2021
· 600+ hours of UX Design study and implementation, with a specialization in Web Development for Designers. This resulted in the end-to-end design of 2 applications and the creation of a website portfolio.

## SKILLS

### Design Skills

User Research	Prototyping
Infor. Architecture	User Testing
Personas	Style Guides
User Flows	Web Design
User Journeys	HTML
Sketching	CSS
Wireframing	JavaScript

## TOOLS

Adobe XD	UsabilityHub
Figma	Google Suite
Balsamiq	WordPress
Affinity Design	Atom
OptimalSort	GitHub

## LANGUAGES

Portuguese	Native
English, Spanish	C1
French	B1
German	A2

## PROJECTS

### Sneaker Help | Fashion Release Calendar

#### Mobile Web-App | Feb - Sep 2021

- Applied a user-centered design process and mobile-first approach to design a responsive web app for releases and updates on the latest fashion trends.
- Conducted competitive analysis, user interviews, and user testing to identify opportunities, pain points, and potential design solutions.
- Developed 5 user personas, user flows, user journeys and site maps to visualize potential paths to provide accessible and useful experiences to users.
- Sketched and designed 40+ screens from Low to High-Fidelity, a style guide, and an interactive prototype based on the users' feedback.

### Wordly | Vocabulary Learning

#### Mobile App | Jan - Feb 2021

- Conducted competitive analysis, and user research (interviews and surveys) to identify opportunities, pain points, and frustrations users had with other learnings apps.
- Developed 1 user persona and user flows to humanize the design process.
- Sketched wireframes and created a prototype to test the app's functionality.

## WORK EXPERIENCE

### UX Designer - Intern

#### Les Lunes | Feb 2022 - Present | Germany

- Conducted competitive analysis, and user research to identify opportunities and pain points for website optimization.
- Sketched and designed a bundle set builder accounting the user and business needs.
- Conducted and managed the implementation of NPS Scores ratings for the company.
- Conducted A/B Tests throughout the website to analyze hypothesis and new features.
- Designed and conducted brand awareness surveys.

### Founder

#### OSICA | Aug 2020 - Present | Portugal

- Founded OSICA (Original Sneakers In Ceramic Art) brand, which reproduces original sneakers, handcrafted in ceramic for sneakerheads and art collectors.
- Designed an eco-friendly premium package handcrafted with sustainable Portuguese wood and recycled carton.
- Operated the production process and partnered with suppliers.
- Built the website: [www.osicaofficial.com](http://www.osicaofficial.com) and developed a marketing strategy.
- Created videos and photography, as well as social media content.

### Customer Service Specialist

#### Wonderbly | Oct 2018 - Present (part-time) | United Kingdom

- Translated and checked grammar in books from English to Portuguese, examined the quality control with critical observation skills to find problems and issues on books printed and delivered within Germany.
- Advised and resolved customers' problems in English and Portuguese, which improved customer satisfaction from 79% to 86%.

### Pastry Chef

#### Soho House; Pestana Hotel; Mrs. Robinson; Nithan Thai; Le Cordon Bleu Dusit; Le Moulin de Connelles; Lekker | Jul 2014 - Jul 2020 | Germany, Thailand, France, Portugal

- Ensured products were well confectioned and delivered on time, contributing to an organized schedule and an increase of customer satisfaction by 85%.
- Completed daily tasks under pressure and supported stakeholders with my creativity, leading to an innovative menu and increasing returning customers rate.
- Adapted and learned a new language while living in a small village with 200 people in France to communicate with stakeholders, customers, and suppliers.
- Responsible for organizing multiple sections for a well-functioning service.
- Created new solutions based on customers' feedback. Improved product quality while maintaining the business food cost requirements.