



# Gonçalo Esteves Ferreira

## UX Designer

### Projects

#### Sneaker Help

Mobile Web-Application, Feb 2021 - Sep 2021

Conducted competitive analysis, user interviews and user testing. Defined user personas and MVP document. Performed sketching and designed from Low to High-Fidelity wireframes and a interactive prototype.

#### OSICA

Business Project, Aug 2020 - present

I'm responsible for the creation of the brand, management of stock, web design, marketing strategy, sustainable operations and productions activities.

### Work Experience

#### OSICA

Founder, Aug 2020 - Present

Founded the brand, designed the product, built the production process, managed suppliers and developed the website and marketing strategy.

#### Wonderbly

Customer Service, Oct 2018 - Present

I'm responsible for replying and resolving customers tickets in English and Portuguese, translate and check grammar in books from English books to Portuguese and also check the quality control on books printed and deliver within Germany.

#### Soho House, Berlin

Pastry Chef, Jul 2019 - Jul 2020

I was responsible for having products well confectioned and presented while maintaining consistency. Completing daily tasks, management of stock and inventory, HACCP regulations in the pastry and supporting Chef with new ideas for recipes.

#### Lekker; Le Moulin de Connelles; Nithan Thai; Mrs. Robinson; Pestana Hotel

Cook & Pastry Chef, Jul 2014 - Jul 2019

I was responsible for the confection of products and recipes, management of stock and inventory, HACCP regulations in the kitchen, supporting Chefs with new ideas for recipes and was responsible for the service in Pastry and Kitchen areas.

### Education

#### Web Development

##### Specialization

CareerFoundry, Current

#### UX Design Bootcamp

CareerFoundry, 2021

#### Pastry Diploma

Le Cordon Bleu, 2016

### Languages

#### Mother Tongue

Portuguese

#### Fluent

English, Spanish

#### Conversational

French

#### Basic

German

### About Me


I was a Pastry Chef / Cook for 7 years, until transitioning to the UX Design field.

My goal is to solve problems using Human Centered Design principles, designing accessible digital products, providing a pleasing and satisfying experiences for.

I'm a very hard worker, creative, a team player, I easily adapt to any environment or situation and I'm never afraid to express my feelings and ideas at any moment.

### Info

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 in/gestevesf

### Skills

User Research

Personas

User Flows

User Journeys

Sketching

Wireframing

Prototyping

User Testing

Style Guides

HTML

CSS

JavaScript

### Tools

