



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.

INFO

- Zürich, Switzerland
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- in/gestevessf
- my portfolio

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

OSICA

Founder | Aug 2020 - Present

- 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 and developed a marketing strategy.
- Created videos and photography, as well as social media content.

Wonderbly

Customer Service Specialist | Oct 2018 - Present (part-time)

- 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%.

Soho House, Berlin

Pastry Chef | Jul 2019 - Jul 2020

- Collaborated with team members in a friendly environment to ensure 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 a lot of pressure and support stakeholders with my creativity for new ideas and recipes which led to an innovative menu and an increase of returning customers.

Lekker; Le Moulin de Connelles; Nithan Thai; Mrs. Robinson;

Pestana Hotel

Cook & Pastry Chef | Jul 2014 - Jul 2019

- 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 in the kitchen for a well-functioning service.
- Created new solutions based on customers' feedback. Improved product quality while maintaining the business food cost requirements.