Gonçalo Andrade

UX, Product, Service Design & Strategy

About

Portfolio **goncalo.stratfordandrade.com**
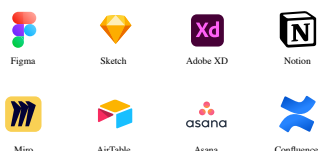
linkedin.com/in/goncaloandrade

goncalo@stratfordandrade.com

Fluent in **Portuguese** and **English**

I also speak **Spanish** and **French**

Tools

Figma Sketch Adobe XD Notion

Miro AirTable Asana Confluence

Articles

5 things to consider on your UX portfolio
Aug 2021, Bootcamp, Medium

Top 5 UX résumé advice for Juniors I give as a mentor
Jul 2019, Bootcamp, Medium

Learning Cards: organising research findings in an easily digestible format
Jul 2019, UX Collective, Medium

When not to call a Blue a Blue — functional colour names for Design Systems
Jul 2019, UX Collective, Medium

Making your design systems dynamic
Oct 2019, UX Collective, Medium

A UX eye on Ready Player One
May 2018, Medium

4 UX lessons I learned from Dungeons & Dragons
Apr 2018, Medium

Atomic design is about more than naming
Mar 2018, Medium

Seasoned UX professional with 10+ years of experience delivering impactful user experiences for high-profile clients including Lloyds, Aviva, Conde Nast, EDF, and Shell. Expert in graphic design, coding, and service design thinking, driving user engagement and innovation in dynamic environments. As a seasoned contractor, I thrive in collaborative environments, fostering innovation alongside talented teams of developers, managers, and researchers.

My unique blend of graphic design expertise, coding proficiency, and service design thinking allows me to tackle problems holistically and deliver strategic solutions that drive user engagement. This multifaceted background ensures a deep understanding of user needs in London's ever-changing market, enabling me to consistently deliver exceptional design solutions that resonate with users.

Lead Product Designer (Manager)

global, London, Mar 2022 - Sep 2024

Streamlined design workflows for complex business processes in a data-heavy application, resulting in increased quality and consistency of deliverables.

Expanded the design team and implemented new processes to ensure efficient collaboration and optimal results.

Mentored and coached team members and product managers (PMs) on design strategy and best practices, fostering a culture of design excellence.

- Led the design team, introducing new processes and tools such as enhanced user research and modern platforms like Figma.
- Cultivated a culture of design excellence, proved the value of research, and standardized research as part of product development.
- Consolidated disparate visual languages into a cohesive component library.
- Instilled a culture of design as part of product strategy
- Proved the value of research and made it a standard part of developing any product

Lead Product Designer

CloudCall, London, Oct 2020 - Mar 2022

Working to implement the digital transformation in the communications company, from sales led feature factory to product led and research based.

I work closely with the PMs and CPO to constantly refine the design strategy and ensure the user is at the centre of all we do.

I also manage the design team and help them grow

- Part of company's digital transformation
- Pivotal role in design and product strategy
- Implemented User Research process and knowledge repository
- Mentored and upskilled PMs in User Research
- Line management of the members of the Experience Design team
- Overall management of Experience Design team priorities, workflows and tribe relationships

Senior Product Designer

TotallyMoney, London, Sept - Oct 2020

Helped define the strategy for entering the car insurance market by focusing on entry points and lifetime interactions

- Worked on a scalar experience to be delivered over time
- Defined MVP functionality for a full user journey

Senior UX Designer

Shell, London, Mar - Jun 2020

Worked on 2 projects in the Agile Hub, both internal enterprise tools for managing and tracking cargo shipments of several products across the world on desktop. I worked closely with POs and SMEs to discover the users' needs and the best strategy to address them

- Worked with stakeholders across Europe and Asia
- Mapped complex data-rich journeys with highly specialized users
- Distilled multiple complex business processes into simpler journeys and interactions

Senior UX Designer

Conde Nast UK, London, Oct 2019 - Jan 2020

Worked on Audience Growth strategy and tactics for the Vogue websites across the globe, as well an internal tool for syndication.

The largest piece of work, however, was a research and UX strategy piece around customer journey mapping. This was a pilot map, followed by a workshop with representatives from the multiple markets, such as Japan, Russia and the US, to familiarize the different product teams with the UX process.

- Worked with the UX Lead on the company's UX strategy starting in 2020
- Produced a large and detailed Customer Journey Map based on in-depth research
- Supported projects tactically and produced design deliverables

Senior UX Designer

EDF, London, Apr - Oct 2019

Worked in the RAP team creating a new product to challenge the existing business and their way of working, disrupting from within.

This new service and product were app-only and heavily focused on empowering the customer.

- Lead the user research and conducted most of it, both moderated and unmoderated, in-person and remote.
- Designed radically different user journeys from the established in the business, backed with data and then tested
- Worked closely with ServiceDesign, UI Design, Developers and others in tight feedback loops for rapid iteration and progress
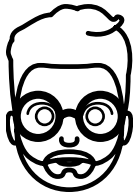
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Education

UX Strategy Playbook with Jared Spool
2019 London

Service Design Course
2018 UAL, London

MA in Multimedia and Graphic Design
2009-10 ESAD, Porto Portugal

Information Design with Hamish Muir
2010 ESAD, Porto, Portugal

Degree in Graphic Design
2005-09 ESAD, Porto, Portugal

Additional Experience

UX Mentor
From Apr 2020, UX Academy, UXPA UK, ADPlist, Google

Google   UX ACADEMY   UXPA   😊 ADPList

Mentoring MA student
Feb 2019, Italy

Tutor for Designing VoiceInteractions
2018-19 UX Academy, MUXL, London

Aviva Spotlight award
2017, Aviva, London

UX Scrum training with Roman Pichler
2015, London

Student Body president
ESAD, Porto, Portugal

Design Survival Manual
Atelier da Imagem, Porto, Portugal

Senior UX Designer

Assumed ownership of the experimental pilot project for pioneering new user journeys throughout the upholstery (sofas and armchairs) section, and eventually inspiring the other teams through our work.

Also worked on a Service Design blueprint and initial design strategy for a personal shopper internal app.

John Lewis & Partners, London, Jan - Mar 2019

Challenged most of the established UX patterns, always backed with research data
Planned and conducted user research for rapid experimentation and iteration
Liaised with other teams, including product, UX, commercial journeys, physical product design, in-store.

Lead UX Designer

Lead the project to create a client portal for the customers to view and manage their business's card payments. Understanding and simplifying the processes and information involved formed the majority of the work. Also worked on a service blueprint and initial design strategy for a personal shopper internal app.

Paymentsense, London, Oct 2018 - Jan 2019

Ensuring UX best practices through mentorship and leadership on the UX Design practice.
Understanding the user's needs and focusing the product development to better suit them.

Lead UX Designer

I worked on optimising the internal tool and client portal, as well as extending the new user experience to the brand-new client portal. Complex and information-rich processes made this an interesting challenge. I also worked on adapting and updating the branding guidelines to better fit a digital multimodal experience.

Croud, London, Aug - Oct 2018

Development of the foundational groundwork for UX principles within the company
Planned and conducted user research after arguing its value in the design process
Refined & extended the branding guidelines to better accommodate digital interfaces

Senior UX Designer

Optimized user journeys on the UK website using Adobe Experience Manager (AEM), leading to a 37.9% increase in conversions and a 26.7% improvement in sales journey completion within six months.

I worked closely with POs to ensure the best products get built for the users.

Aviva, London, Feb 2017 - Aug 2018

Proactive contribution to the long-term strategic development of UX practice including an understanding of knowledge, skills and consistent suite of processes.
Lead SME through the full spectrum of UX services, workshops, tools, techniques & internal processes.
Backed my work with proof by running research and testing, working closely with User Researchers and sometimes conducting all the testing myself.
Iterative and collaborative design outputs: User journey maps, wireframes, prototypes, information architecture.

Lead UX Architect

I worked in Lloyds Bank through a multinational consultancy facilitating, generating and executing great user experiences for our clients and their end users.

I took ownership of the projects acting as a coach, mentor and leader as well as an advocate for our clients' needs with the business stakeholders.

Lloyds, London, Jul 2016 - Feb 2017

Lead the user research and conducted most of it, both moderated and unmoderated, in-person and remote.
Designed radically different user journeys from the established in the business, backed with data and then tested
Worked closely with Service Design, UI Design, and others in tight feedback loops for rapid iteration and progress

Senior UX/UI and Frontend Developer   Orbus Software, London Feb 2014 - Jul 2016

A software company that specializes in Enterprise Architecture and Business Analysis. I took ownership of the UX for 4 products, creating new experiences and interfaces that met the requirements, guaranteeing the overall quality and usability, produced high-fidelity mock-ups and specification documents, and managing and assisting in the coding of the products. I also mentored a junior designer who was working for the sister company. Owned all UX and VD for 4 products as the sole designer. Worked with the developers in an agile Scrum setting in bi-weekly sprints. Created a complex Information Architecture and flexible modular design system, which as stood mostly unchanged since 2014, well after I left.

Freelance Graphic Designer   Inova+, Porto May 2011 - Feb 2014

Freelance Graphic Design, including working in branding for several European projects

UX/UI Designer and Frontend Developer   Get SIMI, Porto Jun 2012 - Dec 2013

Joined this early stage start-up as the sole Designer. Quickly gained experience with all the stages of the Product life-cycle, and had the opportunity to work across a large range of them. Worked as a UX/UI Designer and also joined the developers in coding and styling the front end of the apps across multiple platforms including web and mobile apps (iPhone, Android and tablets)

Graphic and Web Designer   Copidouro, Porto Nov 2010 - Aug 2011

Graphic and Web Design, graphic production coordination.