Goncalo Stratford Andrade

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WORK EXPERIENCE

Global   Mar 2022 - Sep 2024
Lead Product Designer (Manager)   *London, UK*

I implemented processes to generate a more focused design culture and helped the department grow in design maturity. Through this structure and coaching/mentoring, I turned a group of designers working individually into a team working together to solve problems and create a common Design System. This resulted in a more cohesive design language and better products that were better for the users and easier for the developers to implement.

- As part of the company's digit
- Created a design team that worked together and helped each other
- Introduced new processes and tools, including better user research and modern tools like Figma
- 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
- Consolidated disparate visual languages into a cohesive component library and managed its design and implementation

CloudCall   Oct 2022 - Mar 2024
Lead Product Designer (Manager)   *London, UK*

Worked to implement the digital transformation from a sales- led feature factory to a product-led and research-based approach. Collaborated closely with the Product Managers (PMs) and Chief Product Officer (CPO) to continuously refine the design strategy and ensure that the user is at the center of all our endeavors. Additionally, I built and led the design team, helping them grow and succeed.

- As part of the company's digital transformation, I established the design practice.
- I played a pivotal role in designing and developing product strategies, implementing the User Research process, and creating a knowledge repository.
- I mentored and upskilled PMs in User Research, providing them with the necessary skills and knowledge to effectively conduct research and inform product development.
- I managed the Experience Design team, overseeing their priorities, workflows, and fostering a positive and collaborative work environment.

TotallyMoney   Sep 2020 - Oct 2020
Senior Product Designer   *London, UK*

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

Shell   Mar 2020 - Jun 2020
Senior UX Designer   *London, UK*

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

Conde Nast (Vogue, GQ, etc)   Oct 2019 - Jan 2020
Senior UX Designer   *London, UK*

Worked on Audience Growth strategy and tactics for the Vogue websites across the globe, as well as 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

EDF   **Apr 2019 - Oct 2019**
Senior UX Designer   *London, UK*
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

John Lewis & Partners   **Jan 2019 - Mar 2019**
Senior UX Designer   *London, UK*
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.
- 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.

Paymentsense   **Oct 2020 - Jan 2020**
Lead UX Designer   *London, UK*
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.
- 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.

Croud   **Aug 2018 - Oct 2018**
Senior Product Designer   *London, UK*
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.
- 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

Aviva   **Feb 2017 - Aug 2018**
Senior UX Designer   *London, UK*
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.
- 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.

Lloyds Bank   **Jul 2016 - Feb 2017**
Senior UX Designer   *London, UK*
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.
- 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 tested.
- Worked closely with Service Design, UI Design, and others in tight feedback loops for rapid iteration and progress

Orbus Software   **Jul 2016 - Feb 2017**
Senior UX/UI and Frontend Developer   *London, UK*
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 had stood mostly unchanged since 2014, well after I left.

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

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

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

EDUCATION

Master of Arts (M.A.) , Graphic Design & Multimedia   **2010**
ESAD   *Porto, Portugal*

Bachelor's Degree, Graphic Design   **2009**
ESAD   *Porto, Portugal*

SKILLS

FinTech, Adobe XD, React.js, Software Design, User Research, HTML, JavaScript, Cascading Style Sheets (CSS), Customer Experience Design, Mobile Design, Journey Mapping, Prototyping, Artificial Intelligence (AI), Design Systems, Information Architecture, B2C, B2B, Rapid Prototyping, Leadership, Desktop Application Design, Research Skills, Communication, Agile Environment, Stakeholder Management, E-Commerce, Key Performance Indicators, Product Design, Workshop Facilitation, User Experience Testing, Experience Design, Adobe Creative Suite, Visual Design, Confluence, Jira, Wireframing, Figma (Software), UI, SASS, Digital Strategy, UX Research, Team Management, Coaching & Mentoring, Interaction Design, Visual Communication, Axure RP, Team Leadership, Qualitative Research, Strategic Thinking