Hugo Felix

Digital Product Designer | mysuperstudio.com

Hey there! 👋 I'm Hugo, a digital product designer, blogger, and design history enthusiast. I've been crafting pixels into awesome experiences for the past 7 years (and counting).

💌 **Get in touch!**

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💼 mysuperstudio.com

💪 Work Experience

Senior Product Designer at Prezly

📝 2020 - Present | Belgium (Remote)

- Conducted user research to identify areas for improvement, leading to successful wireframing and prototyping of new features.

- Started and fostered the creation and adoption of a Prezly's design system

- Led small developer teams in project execution, ensuring adherence to high-quality design standards.

- Designed and implemented site themes, adopted by over 70% of users, resulting in improved user engagement.

Founder & Product Designer at My Super Studio

📝 2016 - Present | Portugal (Remote)

- Established and managed My Super Studio, focusing on freelancing and side projects in Branding, Marketing Design, and UI/UX.

- Fostered collaborations over 7 years with renowned companies including Newton.ai, YellowRoad, Geridoc, and Winio.io to enhance their digital experiences.

UI/UX & Marketing Designer at Nomad Legacy

📝 2019 - 2020 | Portugal

- Conducted user research and collaborated in designing comprehensive user experiences.

- Created engaging social media content, newsletters, and copyright materials to bolster brand awareness.

- Worked with a diverse clientele including retail, healthcare, e-commerce, and real estate sectors.

Founder & CEO at Workshoped

📝 2017 - 2020 | Portugal

- Founded Workshopped, my second "startup", as an online shop selling "workshop boxes" with materials and instructions for learning new skills at home.

- Successfully led Workshopped to growth, culminating in its acquisition in 2020.

Graphic & Marketing Designer at Infinitebook

2018 - 2019 | Portugal

- Spearheaded the creation of new notebook editions and covers at InfiniteBook, driving product innovation.

- Developed engaging social media content, newsletters and landing pages for InfiniteBook.

- Played a key role in conceptualizing and launching the "Genius" collection, one of InfiniteBook's best sellers.

🎓 Education

Digital Product Design Management

Workshop at EDIT - Disruptive Digital Education

2021

User Experience & User Interface Design

Course at EDIT - Disruptive Digital Education

2020

Industrial Design

Bachelor at School of Management and Industrial Studies (ESEIG)

2009 - 2012

🧰 Toolbox

User Research & Analytics

Google Analytics, Plausible, FullStory Hotjar, Productboard, Customer.io

Wireframing & Prototyping

Figma, Sketch, Adobe CC, Invision Protopie, Framer

User Testing & Follow Up

Maze, Zoom

PM & Documentation

Linear, Asana, Trello, Notion

Writing & Blogging

Medium, Substack, Wordpress

❓ Ask me about

Portuguese History, Design History and Trends, Food, Stationary, Football, or eSports.

💡 This is a short version of my resume, you can see it in more detail on read.cv/iamhugofelix