

# João Duarte (JD)

Hi, I'm a data-driven Product Designer for almost 20 years, with a deep understanding of product. I build prototypes and iterate fast with user testing feedback.

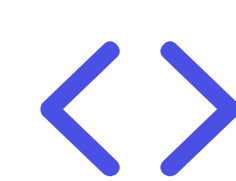
I spend my free time with my family (wife + 2 daughters), building games prototypes in unity and lately, I've been trying to become more veggie.



My design methodology  
[www.liquidshapedesign.com](http://www.liquidshapedesign.com)



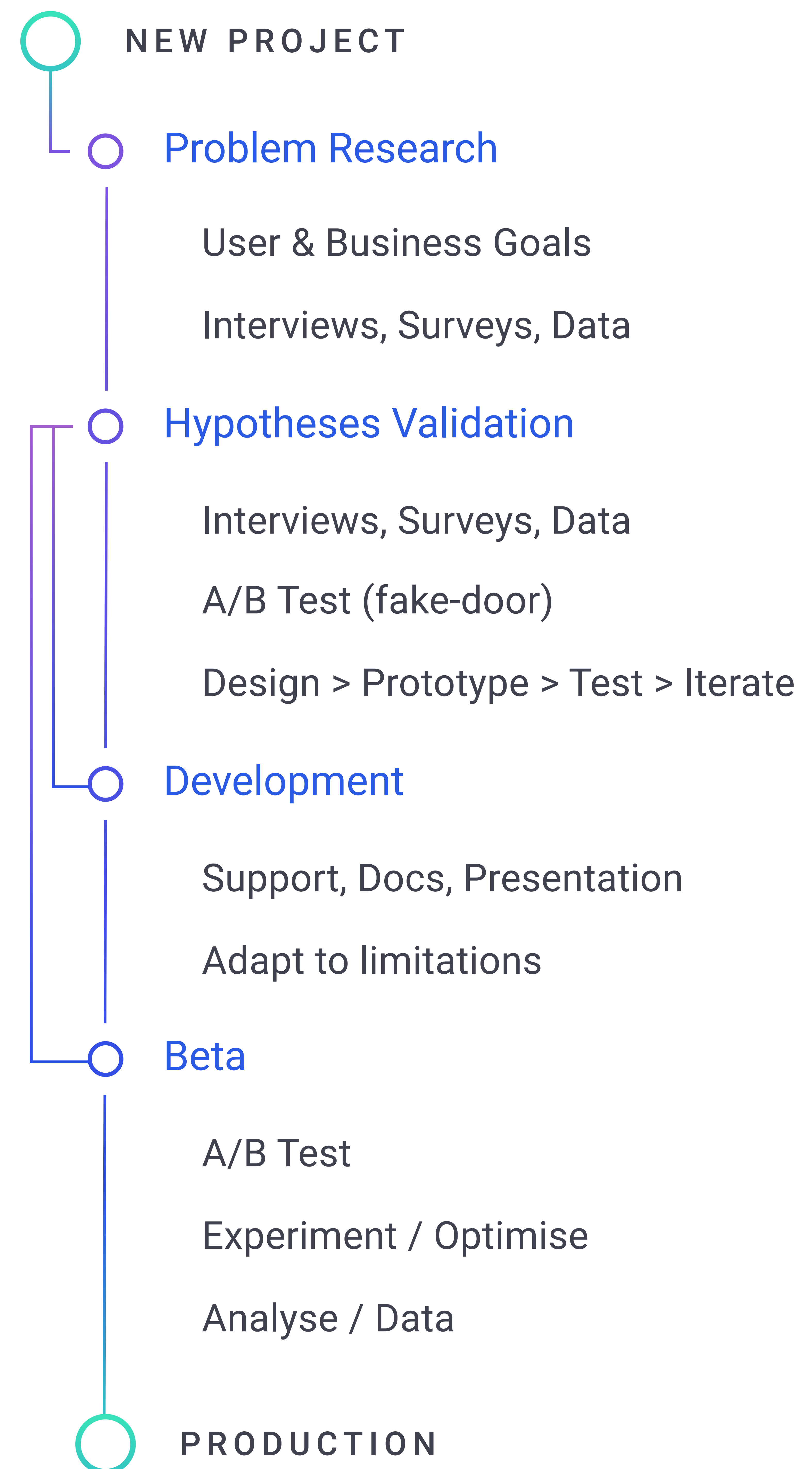
Adobe Creative Suite, Sketch, Invision, Unity



JS, Typescript, React JS, Three JS, HTML, CSS,  
Python, C#



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## MADE Labs : Lead Product Designer

JAN 2019 - PRESENT

My true passion is creating experiences for the user. I realized that my future will be hands-on creating and away from managing people. As such, I had to pivot my career and accepted an invite from a PM to work together and create made labs, a department created for experimentation and partnerships. Latest projects I've worked in:

**Find your style**, a quiz made with html, css and js, we tagged the images the user selected, we evaluate the user style and suggest products accordingly using graphql and made's recommendation system.

**3D System**, I created the first prototype with unity, but because of web limitations at the time, I have switched to three js and react js. The system is made of 4 apps:

**Viewer**, a black box component where we pass the sku of the product, and if the 3D model is available, show it with 3d dimensions.

**Editor**, soon we realize that to have the best visual quality, a very important feature for made.com, we need to let the artist tweak the 3D model in the end-user environment

I've built an upload and edit 3D tool and with my previous experience in 3D, I exposed through dat.GUI the main properties of the model's materials, writing the changes in the original gltf file. But the velvet material wasn't looking good by default, the PBR Material doesn't have a fall-off effect, I added a shader and a new material in the 3D system, that the artist could select and customise to make the velvet look great.

**Approval Tool**, the 3D artist come from 3 external companies, the 3D Models needed to be approved by the product team that designed the original products. This tool exposes the product data and the 3D model, the user then can approve or reject the models (GLTF, USDZ), giving feedback to the artist to fix or re-do the model.

**Server**, created a flask app in python, that moves the folder in AWS around the several approving stage, uploads models, saves and updates the settings file, that has extra info about materials and scene.



## MADE.com : User Experience Manager

FEB 2018 - DEC 2018 : iOS, web

I was hired to create a UX team within the Digital Experience team. Along with working hands on the product, I defined the UX strategy of the product, and the testing/project process, plan the hiring timeline and the team needs.

A couple of months later we hired a UX Researcher.

## Product ML : User Experience Lead

MAY 2017 - FEB 2018 : Web, brand

Employee #1 - The goal was to create a Machine Learning Platform for improving the player experience.

Learn from millions of users to customise the perfect experience for each user.

Involved in the strategy of the company, studied and defined the cohorts of users, led the research through user interviews and market analysis. Designed the brand and the Product.

Helped to pivot from a different product fast by wireframing, prototyping and user testing.

## Plumbee/GSN : Senior UX Designer

AUG 2014 - MAY 2017 : Social gaming, iOS, web

## TAP Airlines : Senior UX Designer (contractor)

AUG 2014 - MAY 2017 : iOS, internal software

## Redpanda Social Apps : Lead UX UI

JAN 2013 - JAN 2014 : Facebook apps

## Accedo Interactive Agency : Creative Director

JAN 2010 - JAN 2013 : Agency

## Bloom Graphics : UX UI Designer

JAN 2008 - JAN 2009 : Agency

## Toxik - Digital School : UX UI Designer, Teacher

JAN 2007 - JAN 2008 : Website, brand

## Interferencia : Co-founder, UX UI Designer

JUN 2005 - JAN 2007 : Agency

## SIC : UX UI Designer Junior/Mid

JAN 2002 - JUN 2005 : Tv Channel