

João Duarte (JD)

DESIGN MANAGER

Hi, I'm a problem-solver through strategic thinking.

Both the team management and product development should be transparent, promoting independence and ownership. I believe in creating an environment of freedom that rewards learning and experimentation. I want to give the tools and empower the team with a clear vision for the user experience, including the cross-functional team at key stages. The platform is a central repository where the style assets, problem definition and research is available to anyone.

EXPERIENCE (20+ YEARS)

MADE.com : Design Manager for MADE Labs

JAN 2019 - PRESENT

- Co-created a new department at Made.com, with the vision to try new technologies and build partnerships with exciting startups.
- Hands-on UX/UI and code, on service and client facing products using web AR/VR, Showrooms tech, visual recognition, findability, recommendations, personalization.
- Creative Direction of in-house teams and 3rd party

MADE.com : User Experience Manager

FEB 2018 - DEC 2018

- Created the UX team and scaled it to 4 people
- Hands-on UX/UI, on the web and app product, re-designed listing page and product page of made.com
- Defined the UX strategy and the testing/project process

Product ML : Design Manager

MAY 2017 - FEB 2018

- Employee #1 - The startup goal was to create a Machine Learning Platform for improving the player experience.
- 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 (Web Application)
- Managed a small team responsible for the UX/UI of the product and the strategy of social and marketing content

+8 more roles in UI/UX from 2002

CONTACTS

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- [Linked in](#)
- based in London

DESIGN METHODOLOGY

- www.liquidshapedesign.com

NEW PROJECT

- **Problem Research**
 - User & Business Goals
 - Interviews, Surveys, Data
 - A/B Test (fake-door)
- **Design**
 - Design > Prototype
 - User Test > Iterate
- **Development**
 - Support, Docs
 - Changes
- **Beta**
 - A/B Test
 - Experimentation
 - Optimisation
- **LIVE**

SOFTWARE

- Figma, Sketch, Invision, Unity, Adobe Creative Suite

CODE

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