



Portfolio

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Education

UX design fundamentals
at [Schoolofux](#)

London (online) | Nov'20

User experience

at [General Assembly](#)

London | Jan - Mar'17

User experience

at [UCL](#)

London | 2016

BA Multimedia
design at [ESAP](#)

Portugal | Sep'06 - Feb'10

Experience

- Data analytics, surveys
- **User research** (user interviews, contextual research, card sorting, user testing, conceptual testing, desirability testing, A/B testing)
- **Desk research** (market research: brand awareness and customer satisfaction, competitors research, visual research, functionality research, branding research)
- **User experience (UX)**
- **User interface (UI design)**
- UX strategy
- Graphic design
- Design systems
- GDS & NHS style guidelines

UX researcher, UX and Service designer

Experience

Service designer at [Board of innovations](#)

Service design consultancy & commerce | Dec'22 (Freelance)

- Supported the internal team in gathering user insights from user interviews to identify business opportunities and pain/needs points to create an ecosystem map. Created the visual of the ecosystem as well as print/presentations materials for the workshops in person

Senior Product designer at [BP](#)

Energy & oil sector | Oct - Dec'22 (Contract)

- Conducted stakeholders workshops as a solo designer on an insurance greenfield project. Familiarised myself with the Risk Management project and understood stakeholder's requirements to create UX improvements through a heuristic analysis and UX best practises on an existing MVP.

Senior Product designer at [Open reply](#)

E-commerce consultancy | Jan'22 - Aug'22 (Contract)

- Conducted client's stakeholders meetings at B2B/B2C projects within the maintenance Virgin Media teams. Worked either as a solo designer or within a design team, by mentoring more junior designer members. Worked at Vodafone B2B greenfield projects within the Cybersecurity and My Vodafone app for employees (Gamification, rewards).

Senior UX strategist at [Syneos Health](#)

Healthcare & marketing consultancy | Nov'21 (Contract)

- Gathered existing data insights and stakeholder' requirements to make design decisions to re-design an Information Architecture by storytelling using proto-personas stories/scenarios aligned with low-fi wireframes

Product designer at [We are Friday - part of PA](#)

Service design consultancy | Feb'20 - Oct'21 (Perm)

- Worked across different client-facing projects (such as Bupa, NHS, UCL, Department of Transports, University of Cambridge, CS...) in different industries across service design, UX strategy, user research projects as product/service & UX strategist designer by applying the design thinking

Senior/Lead UXR/UX designer at [Decibel insights](#)

Data analytics software | Jul - Sep'19 (Contract)

- Gathered stakeholders requirements with internal stakeholders and conducted user research with the different in-house teams
- Gathered B2B client's pain points/motivations by conducting user interviews and gathered data analytics using Decibel insights
- Managed the design workflow within the design and scrum team. Helped to set up the design team in-house

Softwares



Adobe XD



Illustrator



Photoshop



Sketch



Invision



Marvel



Figma



Zeplin



Miro



Mural



Atlassian



Axure



Tree-jack



User interviews

Senior UX designer at [Dext](#)

Accountancy software | May - Jul'19 (Contract)

- Worked within a squad on IOS native app to purchase subscriptions

UI designer at [WQA](#)

Creative agency & E-commerce | May - Mar'19 (Contract)

Lead Product designer at [Sparrho](#)

Healthcare - Science community & SaaS | Jul'18 - Jan'19 (Contract)

Senior UI designer at [River Island](#)

Fashion retail | Jul'18 (Contract)

UI/UX designer at [Made by Fire](#)

Creative agency | May'18 (contract)

- Created a low-fidelity MVP for an IOS app for B2B/B2C to offer local deals based on desk research (market research, competitors, best of internet) and client's assumptions.

Digital designer at [Text100](#) Marketing agency | Apr - May'18 (Contract)

Lead UX/UI designer at [Sofar Sounds](#)

E-commerce & music industry | Aug'17 - Feb'18 (Perm)

- Lead the full design spec of the responsive website and react native mobile app from concept to delivery with the goal of retaining new and existing users to increase the purchase of tickets.
- Gathered stakeholders requirements; Did desk research (best of internet, competitors and gathered data analytics in collaboration with engineers); Used secondary research and conducted user research, as well as user testing sessions and A/B testing (in collaboration with engineers) to validate hypothesis before implementation.

UX designer at [Rekki app](#)

Food suppliers | Jul'17 (Contract)

UX designer at [LMT/CitySprint](#)

Fleet management system | Oct'16 - Jul'17 (Perm)

- Worked on fleet management system to improve the booking system by applying the design thinking process, from understanding the stakeholders requirements; conducted user research with B2B clients, did desk research (competitors, data analytics, best of internet) and translated hypothesis into low-fidelity wireframes/prototypes in Axure

Web designer at [HostelWorld Group](#)

Travel e-commerce | Sep'14 - Oct'16 (Perm)

Web designer at [Alfamind Innovation Systems](#)

Creative agency | Mar'12 - Apr'14 (Internship to Perm)