

PERSONAL INFORMATION

Luis Rodrigues



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 [Linkedin](#) | www.lepix.org (blog) | [Portfolio site](#)

WORK EXPERIENCE

POSITION Senior Product Designer

20/01/2020–Present

Design System specialist / Axians Consultor

Millennium bcp | Activobank,
Portuguese Commercial Bank Lisbon (Portugal)

Design consultor since the implementation of the Design System
One of the responsible for structuring, building, and maintaining the system.

20/01/2017–Present

Digital product designer

Axians, Lisbon (Portugal)

Senior Designer responsible for the design of digital products.
Creator and manager of Axians Design System (Pulsar), Design strategist,
Design consultor, Design system specialist and evangelist.

01/03/2015–18/01/2017

Digital Product Designer

Novabase IMS, Lisbon (Portugal)

Senior Designer with leadership functions,
responsible for the design of digital products.

01/06/2009–01/03/2015

Digital product designer

Novabase Digital TV, Lisbon (Portugal)

Responsible for the Design of solutions for Interactive TV

01/03/2005–01/06/2009

Digital Product Designer

Octal TV (DTV Research) - Novabase, Lisbon (Portugal)

Responsible for the Design of solutions for Interactive TV

01/03/2002–01/03/2005

Designer

TV Lab - Novabase, Lisbon (Portugal)

Responsible for the Design of solutions to Interactive TV

01/09/2001–01/03/2002	Web designer Lowe Lintas, Lisbon (Portugal) Web designer
01/2001–07/2001	web designer Whiplash Portugal - Internet & Multimedia, Lisbon (Portugal) Web designer
05/2000–01/2001	Multimedia designer Magic Media - Modulação Gráfica, Lda, Lisbon (Portugal) Multimedia Solutions, Design, 3D and internet
01/02/1997–01/04/2000	Technician FBO Consultores, S.A., Lisbon (Portugal) Technical support, infographics and presentations
01/03/1995–01/02/1996	Logistic Volkswagen Autoeuropa, Palmela (Portugal) Logistics
01/07/1991–01/03/1994	Junior Interior Designer Eurodivisal, Lisbon (Portugal) Junior interior project design planner

EDUCATION AND TRAINING

2004–2007	Licentiate degree, Multimedia Engineering ISTEC, Lisbon (Portugal)
01/09/2008–01/07/2009	Art Director - Post Graduation LAS - Lisbon Advertising School, Lisbon (Portugal)
01/09/1997–01/07/1998	Drawing (1st year complete) National Society of Fine Arts, Lisbon (Portugal) First year of drawing
01/09/1994–01/07/1995	Graphic design technical professional ISEFOG, Almada (Portugal) Advertising and communication, Marketing, Photography, Graphical Technology

PERSONAL SKILLS

Mother tongue(s)	Portuguese
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Foreign language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
	C2	C1	C1	C1	

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills	Good communication skills, active listener, usually communicates with clarity and in a concision way. Likes to create empathy being friendly and concerned with emotional issues. Confident with an open mind, appreciates a constructive feedback approach.
Organisational / managerial skills	Problem solver focused on quality deliveries. Leadership Responsibilities focused on the evaluation and career development of the team.
Job-related skills	Design thinker likes innovative approaches in order to evolve digital products to the simplest human centred interaction. Digital product designer very focused on creating a good user experience, tries to be innovative looking for the best visual design approaches. Design System specialist acting many times as a consultor in Design Operations, being a Design System evangelist, and helping companies to be on the edge of the digital transformation path. As a Design system manager, I am a pixel perfectionist. Used to the Agile way, I love to define create and design components, Iconography, typography, prototype, define the rules, and accurate the collaboration processes between designers developers, and all the stakeholders making all them part of the process.

Digital skills	SELF-ASSESSMENT				
	Information processing	Communication	Content creation	Safety	Problem solving
	Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Digital skills - Self-assessment grid

User Experience prototyping tools

Figma, Adobe XD, Sketch, InVision, fireworks

Software

Adobe XD, Photoshop, Fireworks, Illustrator, InDesign, Corel Draw, Expression Design, Blend

3D

Archicad

Video Editing

Adobe Premiere, After Effects

Coding languages

Html, Xml, CSS, Javascript

Driving licence

B

ADDITIONAL INFORMATION

Certifications	<p>Gamification Design Course - Novabase 2016</p> <p>Communication Training to Influence - Novabase 2016</p> <p>Communication to influence - DiSC 2.0</p> <p>Identifying and understanding the different communicational profiles, communicating with confidence in a more effective way.</p>
	<p>ChallengIX II, Leadership Gym - SDO / Novabase 2016</p> <p>Leadership, coaching and development plans</p>
	<p>ChallengIX I, Leadership Gym - SDO / Novabase 2015</p> <p>Leadership, coaching and development plans</p>
	<p>EPM - Fundamentals - Novabase 2015</p> <p>Project management</p>
	<p>DO - Design Thinking - Novabase 2012</p> <p>Creative solution methodology focused in solving problems based on empathy and collaborative interactions.</p>
	<p>Fundamental Consulting Skills - Novabase 2010</p>
Projects	<p>Bcp Design System (Private bank) – 2020 / 21 (ongoing)</p> <p>Design consultor, one of the responsible for the structure, design and implementation of the bank Design System, working closely with all the stakeholders, but in specially with the developers and designers to establish a functional workflow system. The system covers all the digital products, mobile apps, web and intranet.</p>
	<p>ActivoBank Design System – 2020 / 21 (ongoing)</p> <p>Design consultor, one of the responsible for the structure, design and implementation of the bank Design System, working closely with all the stakeholders, but in specially with the developers and designers to establish a functional workflow system. The system covers all the digital products, mobile apps, web and intranet.</p>
	<p>Pulsar – Axians Design System – 2021 (ongoing)</p> <p>This project started as a proposal I made to the group on the First Axians Conference in Marseille where I presented “Pulsar” my proposal for the first global Design System.</p>
	<p>DNA Shakers - 2018</p> <p>Website and App - product design</p>
	<p>Helix Nebula - 2017</p> <p>Data analytics platform, image processing with Machine Learning algorithms to automate corrosion classification from photographs.</p> <p>Web application and App - product design</p>
	<p>IMS - BRAIN Billing web application - 2016</p> <p>product design and promotional design concept (web application and respective site for BRAIN -</p>

Business Analytics Platform)

NOS - Headend Back Office Services - 2015

Web UI Design / Html + CSS (Bootstrap framework)

MICROSOFT - Sonangol (Angola) - 2014

UI Design / Web Design

Document Management and Collaborative Solution in Sharepoint for Sonangol in Angola

ZON Online Web - R6 – Portal Mode

Consulting and design implementation of the TV web portal with live TV streaming, Vod, and EPG.

Vodafone - IPTV Football Application - 2011

Consulting and design implementation of the TV web portal with live TV streaming, Vod, and EPG.

ZON Widgets bar - 2010

Consulting and design implementation of several widgets for TV Broadcast box

Telefónica (South America) - 2009

EPG - Design implementation (powerbox)

Euskaltel (Spain) - 2008

EPG - Design implementation (powerbox)

AR Telecom - 2007

EPG - Design implementation (powerbox)

ISH (Germany) - 2006

ipTV ISH - STB Portal

UI Design + Design implementation (powerbox)

Oporto Football Club Corporate TV portal

User Interface design for the corporate TV broadcast portal on the stadium of Oporto Football Club

Some Interactive TV Apps developed for broadcast channels - 2002 / 2005

Sport TV

-Champion League - App to watch multigames with different cams

RTP

- Prós e Contras
- Operação Triunfo 1 e 2
- Futebol Interactivo
- Fora de Jogo

Sic Radical

- Cabaret Coxa
- Curto Circuito

Sic Mulher

- Sexto Sentido

- Vícios & Virtudes
- Encontro Marcado

TV Cabo

Design and micro Html development
of the 1st Browser for Powerbox TV box

Interactive TV Apps for Broadcast channels on Microsoft High-End Box

Sport TV

- App for Interactive Football transmissions - 2003
- iTV site app for 2002 World Football cup -2002

SIC Radical

- Curto Circuito - iTV site (html) - 2002

TVI

- Interactive Football App – 2002 (Design implementation html)

Honours and awards

A winning team in the 2nd VINCI Energies Hackathon in Frankfurt

Designer in the Axians Portugal team "EYE Buddy" that was one of the winners of this **Hackathon "Human Beyond Digital – 48 hours of human-machine interaction"**. Our challenge was about **Behaviour Detection thanks to video analytics**. My function was designing a product concept for this.

This event took place in Frankfurt (Germany) in April 2018 and nearly 150 people gathered in to participate in the second hackathon of VINCI Energies.

On the Press:
[Dinheiro Vivo](#)

One of the Winners of the VINCI innovation award 2017

Designer in the team "Corrosion Squad" that developed the product Helix Nebula - Data analytics platform that uses computer Vision and Machine Learning to classify images collected. This was one of three projects recognized by this award in 2017.

A winning team in the 1st VINCI Energies Hackathon in Paris

Designer in the Axians Portugal team "Corrosion Squad" that was one of the winners in the first VINCI Energies Hackathon (48h to make data and IoT solutions come to life) May 12th -14th, 2017 in La Factory La Defense, Paris.

On the Press:
[ComputerWorld](#)