PERSONAL INFORMATION

Luis Rodrigues

📍 Lisbon South Area

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https://www.linkedin.com/in/lmfrodrigues/
www.lepix.org (blog)

POSITION

Digital Product Designer

WORK EXPERIENCE

20/01/2020–Present

Design System specialist / Consultor

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

Responsible for the Axians team that built the POC for the Design System in 2020.
With the POC approval became one of the responsibles for structuring, managing, building, and maintaining the present Design system working closely with the Millennium and ActivoBank teams (Design and Development) to create a multibrand system.

2024–Present

BraillePT – Braille font (personal project)

Founder and creator of the braillePT,
a braille type font with the Portuguese characters shared for free.

Check the project here

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 principal 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

Foreign language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C1	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

I'm a design thinker, a creative mind that likes to simplify life.

Based on this mission I'm committed to evolving digital products to the simplest human-centered interaction.

For more than 20 years I have been focused on creating great user experiences in several different ways, which took me from analogic graphic design to digital product design.

Having a passion for great visual design approaches, in each new project, I like to apply Design thinking methodologies, understand the problem involving the client, and all the stakeholders in a continuous collaboration workflow.

I am a Design strategist, experienced in Design Ops, being able to develop fluid workflow processes, always considering the team as a whole and each individual as a world. Used to work with cross-functional teams making the bridge between designers, developers, and all stakeholders in context, acting many times as a facilitator with the ability to clearly and effectively communicate design processes, ideas, and solutions.

In terms of my personal work process, I am used to dealing with the conception of digital solutions from end-to-end.

In the past years, I have been focused on Design Systems, being a design System evangelist and working as a Design consultant, helping companies to be on the edge of the digital transformation path.

As a Design system manager, I have the whole vision and experience in building a system from scratch, able to structure and define the best practices, design shareable components, the Devs handoff specs, the collaboration workflows, the maintenance processes in an evolving and scalable way according with the companies goals and there digital maturity.

Always keeping my product designer mindset,
and loving to break down complex problems into simple solutions,
so life can become easier.

Digital skills

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

- **User Experience prototyping tools**

Figma, Adobe XD, Maze, Sketch, Miro

- **Software**
Figma, Adobe XD, Photoshop, 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	**- Auditores e Facilitadores em Acessibilidade Web – NAU 2023** **- Gamification Design course** - Novabase 2016

- Communication Training to Influence - Novabase 2016

Communication to influence - DiSC 2.0

Identifying and understanding the different communicational profiles, communicating with confidence in a more effective way.

- ChallengeIX II, **Leadership Gym -** SDO / Novabase 2016

Leadership, coaching and development plans

- ChallengeIX I, **Leadership Gym -** SDO / Novabase 2015

Leadership, coaching and development plans

- EPM - Fundamentals - Novabase 2015

Project management

- DO - Design Thinking - Novabase 2012

Creative solution methodology focused in solving problems based on empathy and collaborative interactions.

- Fundamental Consulting Skills - Novabase 2010

Projects	**Bcp Design System (Private bank)** – 2020/25 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.

ActivoBank Design System – 2022/25
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.

Pulsar – Axians Design System – 2021

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.

DNA Shakers - 2018

Website and App - product design

Helix Nebula - 2017
Data analytics platform, image processing with Machine Learning algorithms to automate corrosion

classification from photographs.

Web application and App - product design

<u>Oneit - Axians Cloud (Driving Business Transformation)</u>
Website and App - product design
<u>Site link</u>

<u>IMS - BRAIN Billing web application - 2016</u>

product design and promotional design concept (web application and respective site for BRAIN - Business Analytics Platform)

<u>NOS – NMX Broadcast channel manager backoffice - 2015</u>

Web UI Design / Html + CSS (Bootstrap framework)

<u>MICROSOFT – ECM Sonangol (Angola) - 2014</u>

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	<u>A winning team in the 2nd VINCI Energies Hackathon in Frankfurt</u>

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: <u>Dinheiro Vivo</u>

<u>One of the Winners of the VINCI innovation award 2017</u>

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 Défense, Paris.

On the Press:
<u>ComputerWorld</u>