



- UI / UX Designer with front-end know-how
- 10 years EXP on digital advertising and marketing
- Based in Lisbon, born in London, raised in Madeira

[LinkedIn](#) [Email](#) [Behance](#)



Experience

2022-23	Helped build a new social & environmental impact brand from its first ideation steps with former PT minister of culture. Copy, business presentation and 1st client proposal design, whilst managing and briefing the project to brand designers and developers.
2017-22	Acting as the strategy and creative lead, I was responsible for new business proposals, managing the creative team's flux. A key element in scouting and hiring new talent since 2016. Created onboarding documentation and managed the agency's rebranding in 2018.
2016	Now known as Dentsu Creative PT, I led the social media team (whilst hands-on with social media production) also providing strategy input on a 360° level. When hired, I was responsible for building a Social Media Manager unit, account distribution and quality control.
2012-16	Started out as Social Media Manager - from music festivals to Microsoft and MARVEL's regional accounts. By 2015 I was promoted to Digital Strategist, mainly responsible for client upselling - working closely with two senior strategists, designers and creatives.

Education

Career Foundry Front-End Specialization	2023
Career Foundry UI Design Immersion	2022 - 23
Coursera (Google) UX Fundamentals	2020
Google Exec. Digital Transformation Lab	2017
Post-Graduation (ISCSP) Communication Strategy	2010 - 12
Degree (IPL-ESCS) Journalism	2007 - 09

Skills

Wireframing User Research
Prototyping User Flows
Mobile App Design Visual Design
Brand Identity Figma Adobe XD
Apple Keynote Frontend HTML
CSS Javascript