



UI / UX Designer with bits and bobs of front-end know-how.
10y experience on digital advertising and marketing.
Based in Lisbon, born in London.

→ [Behance](#) → [Linkedin](#) ✉ [E-mail](#)

▼ EXPERIENCE

Because Impacts

2022 - 23

Copywriter

Helped to build a new social & environmental impact brand from its first ideation steps with former PT minister of culture. I was responsible for copy, main business presentation and their 1st client's design proposal. Managed the branding process and website development with designers and developers.

Live Content

2017 - 22

Creative Director

Acting as the strategy and creative lead, I was responsible for new business proposals, managing the creative team's flux - design and copy decision-making. Key element in scouting and hiring new talent since 2016 building a 20+ team. Created onboarding documentation and ideated the agency's rebranding in 2018.

MSTF Partners

2016

Head of Social

Now known as Dentsu, I led the social media team (whilst hands-on with social media production) also providing 360° strategy input. When hired, I was responsible for building a Social Media Manager unit, account distribution and quality control. Main clients: Portuguese Tourism office and the main telco, MEO.

Live Content

2012 - 16

Social Media Manager

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

NEW Career Foundry
Front-End Specialization

2023

Mobile app design

Wireframing

NEW Career Foundry
UI Design Immersion

2022 - 23

Visual design

User research

User flows

Prototyping

Brand identity

Front-end

Coursera (Google)
UX Fundamentals

2020

Figma

Adobe XD

Google Analytics

Google
Exec. Digital Transformation Lab

2017

Keynote

Sprinklr

Falcon.io

Post-Graduation (ISCSP)
Communication Strategy

2010 - 12

HTML

CSS

RPG lord

Degree (IPL-ESCS)
Journalism

2007 - 09

Top chef

Father

Mobile app design

Wireframing

Visual design

User research

User flows

Prototyping

Brand identity

Front-end

Figma

Adobe XD

Google Analytics

Keynote

Sprinklr

Falcon.io

HTML

CSS

RPG lord

Top chef

Father