

Pedro Vieira

UX Designer / Graphic Designer

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[Online Portfolio](#)

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About

UX designer, passionate about creativity and sustainable design, with a background in graphic design.

Resourceful and creative problem solver, experienced in design thinking processes. Helped teams run through design cycles to explore, create and deliver user-focused, value-driven concepts for brands and products.

Skills

- User-Centered Design
- Design Thinking
- Competitive Analysis
- User Research
- User Personas
- Information Architecture
- User Flows
- Iterative Wireframing and Prototyping
- Usability and Preference Testing
- Language Systems and Styleguides
- HTML and CSS Fundamentals

Tools

- Figma
- Miro
- Illustrator
- Figjam
- Photoshop
- After effects

Education

CareerFoundry

User Experience Design, UX Certification
Intensive project-based mentored training program
Mar 2022

IADE - Creative University

Postgraduate, Design Thinking & Prototyping
Jul 2017

Polytechnic Institute of Castelo Branco

Bachelor's Degree, Visual Communication Design

Languages

Portuguese (Native)

English (Professional proficiency)

UX Projects

Viv - Health & Wellbeing app

UX/UI Designer - CareerFoundry Project Jan 2020 - Jan 2021

- Created an inclusive, responsive health web portal designed to help people manage daily health issues.
- Conducted user research, crafted wireframes and prototypes, analyzed usability tests results and implemented users' feedback, refined designs according to accessibility principles and prepared them for dev handoff.

[> View project <](#)

Speakin' - Language Learning app

UX Designer - CareerFoundry Project Sep 2020 - Nov 2021

- Conceptualised a language learning mobile app by taking the project through design thinking stages, including competitive analysis, user research, information architecture, ideation, prototyping and user testing.

[> View project <](#)

Professional Experience

Freelance Graphic Designer

Freelancer, Portugal / Sep 2009 - Present

Worked for a diverse range of self-sourced clients, Translated briefings into meaningful concepts and unique brand assets, resulting in strong visual identities aligned with clients' culture and business goals.

At Mendes Gonçalves S.A. / Santarém, Portugal

Creative Designer - Innovation Lab.

2017 - 2021

Worked Alongside a small team of food engineers facilitating workshops, conducting experiments and building prototypes, which helped stakeholders envision, test and develop new products and services aligned with a healthier, more sustainable and regenerative food system.

Graphic Designer - Brand Keeper

2012 - 2017

Collaborated with a multidisciplinary team of designers, marketers and copywriters on the rebranding and implementation of what came to be one of the top-of-mind brands of its category in the Portuguese food market.

Graphic Designer - Junior

2009 - 2012

Kickstarted the design career at a food industry company. Responsible for crafting and implementing visual identities, creating new product packaging concepts and achieving visual communication consistency across all print and digital assets helping to boost brand visibility in the market.