

# Pedro Vieira

UX Designer / Graphic Designer

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## About

UX designer, passionate about creativity and sustainability, 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	Figma
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](#) < [pedrovieira.design/viv.html](http://pedrovieira.design/viv.html)

### 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](#) < [pedrovieira.design/speakin.html](http://pedrovieira.design/speakin.html)

## Professional Experience

### Freelance Graphic Designer

Freelancer, Portugal Since Sep 2009

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

At Mendes Gonçalves S.A. / Santarém, Portugal

### Creative Designer - Innovation Lab.

2017 - 2021

- Co-led a qualitative data-gathering project by designing an online store with food-product co-creation features, allowing for a direct connection with the target audience and a better understanding of consumers' needs.
- Re-designed the product innovation process, introducing user centered methods, ideation workshops and product prototyping, resulting in a fluid, iterative process and enabling market-relevant outputs.

### Graphic Designer - Brand Keeper

2012 - 2017

- Collaborated with a multidisciplinary team to revitalize the company's main brand, generating disruptive concepts that lead to a multi-awarded brand and increased top-of-mind awareness.
- Coordinated the brand application to online and offline assets, including website, online store and 200+ packaging items, ensuring visual guidelines adherence and delivering a consistent brand experience.

### Graphic Designer - Junior

2009 - 2012

- Implemented visual identities across all print and digital marketing materials by continually collaborating with partners, suppliers, and departments, guaranteeing visual communication cohesion and boosting brand visibility.