Pedro Vieira
UX Designer / Graphic Designer

linkedin.com/in/pedro-vieira-design

www.pedrovieira.design

hey@pedrovieira.design

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

Skills

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 >   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

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.