

Sandro Fernandes

Digital Product Designer

I admire simple but elegant visual designs,
have a deep interest in design systems,
and I'm also a front-end enthusiast.



Experience

Lead Product Designer

Talkdesk

2021–Present

- Joined the Platform unit as Senior Product Designer to support Billing, Support Tools, and Provisioning teams
- Worked hands-on with junior designers to increase usability around customers billing info, such as: payment options, licenses, subscription plans, and rate cards
- Collaborated with other Designers, Product Managers and Engineering teams to create long-term design visions and use it as guidance for product decisions
- Shaped the design vision for the next version of the internal support tools platform
- Mentored junior designers for personal and professional growth
- Participated in design reviews and critiques, to encourage constructive feedback
- Worked hands-on on end-to-end design initiatives, creating user-friendly solutions
- Prioritised and resolved UX debt
- Worked on critical tools to accelerate the onboarding of new customers, saving hundreds of hours of support, and thousands of dollars in professional services work
- Uncovering and pursuing strategic design opportunities
- Engaging with customers and partners to understand their business goals
- Aligning design initiatives with company's long-term goals

Product Designer

BMW Group - Critical TechWorks

2019–2021

- Joined the design team working on the BMW and MINI mobile apps
- Designed experiences focused on remote control functions and electric range vizualizations
- Designed the new MINI vehicle status widget for combustion, hybrid, and pure electric engines on the vehicle tab home screen
- Improved visibility of system status when users tried to locate older BMW vehicles that didn't have the last state call info available
- Drove the evolution of a multi-brand and multi-theme Design System, that enabled a global team of designers and engineers spanning Germany, Portugal, USA, and China
- Reduced the complexity of the design libraries, and decreased design files sizes by ~50%, leading to less need for support and increasing designers delivery speed

UX & UI Designer

Instituto Superior Técnico,
University of Lisbon

2014–2019

- Designed and developed the new Técnico Lisboa institutional website
- Designed the iOS and Android native mobile apps
- Designed and developed the university's first in-house Queue Management System
- Responsible for the creation and maintenance of the first University's Design System that supported all new digital projects

Sandro Fernandes

Digital Product Designer

I admire simple but elegant visual designs,
have a deep interest in design systems,
and I'm also a front-end enthusiast.



Experience

Web Designer CienciaPT 2010—2014	<ul style="list-style-type: none">Design and Content Management for a daily electronic publication that provided reference information in the fields of Science, Technology and Innovation
Graphic Designer City Hall of Cartaxo 2011	<ul style="list-style-type: none">Designed promotional materials such as brochures, flyers, posters, banners, and other printed or digital materials to promote events, programs and initiatives offered by the public institution town hall

Courses & Certifications

**Designing Complex Apps
for Specialized Domains**
Nielsen Norman Group
2023

Product-led Certified
Pendo
2023









Smart Interface Design Patterns
Smashing Magazine
2021

Education








**Master in New Media
and Web Practices**
NOVA School of Social Sciences and Humanities
2012—2015

**Bachelor in Multimedia
Communication and Education**
Polytechnic Institute of Santarém
2008—2011






Skills

-  User Experience
-  Visual Design
-  Usability
-  Mobile Design
-  Web / App Design
-  Design Systems
-  Accessibility
-  Front-end






Tool stack

-  Figma
-  Miro
-  Loom
-  Atlassian
-  Sublime Text
-  Github
-  Spotify

Exploring

-  Framer
-  ChatGPT
-  Midjourney
-  Spline
-  Arc

Interests

-  Nature
-  Family
-  Sports
-  Finances
-  Tech