

# 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.

### Bio

I'm Sandro, a human being based in Portugal, with a blend of northern Portuguese and Mozambican roots. I find joy in life's simplest treasures, cherishing moments with family and the serenity of nature.

With over a decade of hands-on experience, I've shaped websites, mobile apps, and web apps. Yet, I don't dwell on design processes or endless research for the sake of it; I'm focused on delivering results.

I firmly believe that true progress emerges when collaborating with others. For me, it's all about understanding the core project goals and the real-world jobs to be done. I favour cutting through the fluff and get straight to what matters.

My design philosophy is simple and pragmatic – learn and improve by doing, and ship products that can be used. I thrive on putting ideas into practice with precision, crafting seamless and user-focused experiences. All of this while working in a fun and creative environment where everyone can learn and is not afraid to fail.

### Experience

2021–Present

#### Lead Product Designer

Talkdesk

2019–2021

#### Product Designer

Critical TechWorks – BMW Group

2014–2019

#### UX & UI Designer

Instituto Superior Técnico,  
University of Lisbon

2010–2014

#### Web Designer

CienciaPT

2011

#### Graphic Designer

City Hall of Cartaxo

### Education

2012–2015

#### Master in New Media and Web Practices

NOVA School of Social Sciences and  
Humanities

2008–2011

#### Bachelor in Multimedia Communication and Education

Polytechnic Institute of Santarém

### Skills



UX & UI



Usability



Accessibility



Mobile Design



Design Systems



Figma



Sketch



Adobe CC



HTML



CSS

### Interests



Nature



Family



Sports



Finances