

# 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 that need to be done. I favour cutting through the fluff and get straight to what truly matters.

My design philosophy is simple and pragmatic – learn by doing, and ship products that people can use. 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

### Design

-  **Sketch**
-  **Figma**
-  **Adobe CC**

### Front-end

-  **HTML**
-  **CSS**
-  **JS**

## Interests

### Life

-  **Nature**
-  **Family**
-  **Sports**

### Work

-  **UX & UI**
-  **Usability**
-  **Design Systems**