

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

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Experience

- Web Designer

CienciaPT

2010—2014

- 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

- 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