

# 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

#### Lead Product Designer

Talkdesk

2021–Present

#### Product Designer

Critical TechWorks – BMW Group

2019–2021

#### UX & UI Designer

Instituto Superior Técnico,  
University of Lisbon

2014–2019

#### Web Designer

CienciaPT

2010–2014

#### Graphic Designer

City Hall of Cartaxo

2011

### 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

### Interests

-  Nature
-  Family
-  Sports
-  Finances
-  Tech