

# **Soraia Domingos**

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**Portfolio: <https://bit.ly/soraiadomingos>**

## **Education**

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### **Product, Space and Interaction Design – Master**

**Ongoing - started 2025**

IADE – Faculty of Design, Technology and Communication of the European University

### **UX/UI Design – Professional Training**

**2024**

Lisbon School of Design

### **Heritage – Post graduation**

**2017**

Faculty of Social and Human Sciences, NOVA University of Lisbon

### **Art and Heritage Sciences – Bachelor's degree**

**2016**

Faculty of Fine Arts, University of Lisbon

### **High School in Visual Arts**

**2011**

Camões High School, Lisbon | Moura High School

## **Experience**

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### **Heritage Management and Conservation | Museological Reserve of Postal and Telecommunications Heritage**

#### **Portuguese Communications Foundation**

**2018-Present**

- Curate and manage heritage collections: selection, identification, inventory and database maintenance;
- Organization of temporary and permanent exhibitions;
- Preventive conservation and restoration interventions, diagnosis and identification of pathological issues;

#### **Artist**

**2010-2022**

- Create original artworks across multiple formats, themes, styles, and materials;

- Combining art with sustainable practices by integrating recycled and waste materials;
- Lead project teams, manage budgets, materials and client communication across projects;
- Develop and execute digital marketing strategies: content creation, multi-platform promotion, analytics and portfolio maintenance.

#### **Event Promoter and Brand Activation**

**2010-2018**

- Represented multiple brands at corporate and public events;
- Involvement in environmental and social awareness campaigns with measurable community impact;
- Built direct public engagement and created memorable brand experiences across diverse audiences.

#### **Coordinator and Visual Merchandiser | Stradivarius Chiado**

**2010-2013**

- Coordinated store visual merchandising and mannequin's styling aligned with brand guidelines and seasonal collections;
- Managed product displays, sales analysis and stock replenishment to optimize customer experience;
- Trained team members while executing daily store operations including checkout counter, fitting rooms, merchandise reception, warehouse organization and inventory management;

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## **Soft skills**

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| <ul style="list-style-type: none"> <li>• Problem Solving</li> <li>• Teamwork and collaboration</li> <li>• Organization and time management</li> </ul> | <ul style="list-style-type: none"> <li>• Continuous learning and adaptability</li> <li>• Creative and visual thinking</li> </ul> |
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## **Hard skills**

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| <ul style="list-style-type: none"> <li>• User Research (interviews, surveys, observation)</li> <li>• Persona creation and user journeys</li> <li>• Information architecture and user flows</li> <li>• Wireframing, interaction and responsive interface design</li> </ul> | <ul style="list-style-type: none"> <li>• Design systems - UI kit, components, styles, tokens and variables</li> <li>• Prototyping: interactive Figma prototypes, 3D digital modelling, and physical models</li> <li>• Design for sustainability and social impact</li> </ul> |
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## **Tools**

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| <ul style="list-style-type: none"> <li>• Figma</li> <li>• Figjam</li> </ul> | <ul style="list-style-type: none"> <li>• Framer</li> <li>• Autodesk Fusion 360</li> </ul> |
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- Gimp
- Photoshop
- Illustrator
- Premier
- AI tools: ChatGPT, Perplexity, Gemini, Adobe Firefly

## Languages

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- Portuguese
- English
- Spanish