

Soraia Domingos

Lisbon | (+351) 917082073 | soraiamvrd@gmail.com

[linkedin.com/in/soraiadomingos](https://www.linkedin.com/in/soraiadomingos)

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

Education

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

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

Portuguese Communications Foundation 2018-Present

- Museological Management:
 - Selection of heritage items according to incorporation rules;
 - Identification and inventory of heritage items;
 - Organization of collections in storage spaces;
 - Ongoing database record updates;
 - Historical and technical research on the museum's collection items;
 - Organization of temporary and permanent exhibitions;
 - Loan of heritage items to external entities.

- Conservation and Restoration:

- Preventive conservation;
- Diagnosis and identification of pathological issues;
- Restoration interventions.

Artist **2010-Present**

- Artistic Production:
 - Creation of artworks in different formats, themes, styles, and materials;
 - Conceptualization and participation in solo and group exhibitions;
 - Continuous development of personal artistic style, incorporating new techniques and influences;
 - Combining art with sustainable practices by reusing materials and waste.
- Management:
 - Management of internal and/or external teams in larger projects;
 - Management and selection of materials, stock, and purchases;
 - Communication with clients, addressing inquiries and information requests;
 - Preparation of budgets and management of orders.
- Marketing:
 - Creation and editing of visual content showcasing the art creation process and the final product (images and videos);
 - Development of digital marketing strategies;
 - Management and promotion of work across different digital platforms;
 - Analysis of metrics for social media optimization;
 - Updating and maintenance of the professional portfolio website.

Event Promoter and Brand Activation **2010-2018**

- Representation of brands at public and private events (FedEx, Vodafone, Lidl, Compal, Sumol, among others)
- Logistical and operational support at large-scale events (e.g., Diabetes Summit, conferences, corporate Christmas parties);
- Involvement in environmental and social awareness campaigns (*Surf Salva*, *Transformar*, health screenings);
- Participation in children's and educational events (workshops, face painting, Christmas activities);
- Direct communication with the public and creation of positive and memorable experiences.

Coordinator and Visual Merchandiser | Stradivarius Chiado **2010-2013**

- Sales and Product Management:
 - Responsible for product setup and display in the store;
 - Analysis of sales rankings;
 - Efficient stock replenishment in the store.
- Customer and Team Experience:

- Creation and maintenance of the store's visual aesthetics aligned with brand guidelines, ensuring a consistent and appealing customer experience;
 - Training of new employees;
 - Support to management.
- General Operations:
 - Reception and organization of new stock;
 - Warehouse organization;
 - Stock replenishment in the store;
 - Fitting room management;
 - Cash register operation;
 - Inventory management.

Skills & abilities

- Problem Solving
- Teamwork
- Organization and Task Management
- Continuous Knowledge Updating
- Flexible
- Creative
- User Research
- Persona Creation
- Information Architecture and User Flows
- High-Fidelity Wireframing
- Interface Design
- Visual Consistency - Creation of UI Kit, Components, Styles, and Variables
- Responsive Design and Auto Layout
- Prototyping

Tools

- Figma
- Framer
- Gimp
- Photoshop
- Illustrator
- Premier
- Chat GPT

Languages

- Portuguese
- English
- Spanish