

# 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;

### **Soft skills**

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|------------------------------------|--|
| • Problem Solving                  | • Continuous learning and adaptability |
| • Teamwork and collaboration       | • Creative and visual thinking         |
| • Organization and time management |  |

### **Hard skills**

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| • User Research (interviews, surveys, observation)         | • Design systems - UI kit, components, styles, tokens and variables                    |
| • Persona creation and user journeys                       | • Prototyping: interactive Figma prototypes, 3D digital modelling, and physical models |
| • Information architecture and user flows                  | • Design for sustainability and social impact  |
| • Wireframing, interaction and responsive interface design |  |

### **Tools**

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|----------|-----------------------|
| • Figma  | • Framer              |
| • Figjam | • Autodesk Fusion 360 |

- Gimp
- Photoshop
- Illustrator

- Premier
- AI tools: ChatGPT, Perplexity, Gemini, Adobe Firefly

## Languages

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- Portuguese
- English

- Spanish