

Soraia Domingos

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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**

- 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;
- Executed 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 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 (Autodesk Fusion 360), and physical mockups/models |
| • Information architecture and user flows | |
| • Wireframing, interaction and responsive interface design | • Design for sustainability and social impact |

Tools

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|---------|----------|
| • Figma | • Figjam |
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- Framer
- Autodesk Fusion 360
- Gimp
- Photoshop
- Illustrator
- Premier
- AI tools: ChatGPT, Perplexity, Gemini, Adobe Firefly

Languages

- Portuguese
- English
- Spanish