

# 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**

- 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**

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

## **Tools**

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

## **Languages**

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|--------------|-----------|
| • Portuguese | • Spanish |
| • English    |           |