

VERA MARTINS

Sr. Product Designer

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Portuguese living in Belgium

Experience

Doccle - Product Designer

Leuven, Belgium | 2018 - Present

Helping all Belgians go digital with their administration, being it via the web app, or native mobile apps.

Proudly advocating and implementing accessibility on all of our applications.

My responsibilities range from concept development, detailed product design and visual, unconventional user testing and releases strategy while reporting directly to the CTO.

Advocating for the value of design I've been working on the first design system and component library with the development team.

I often work alongside the marketing team to ensure synergy between the brand and the product.

Veepee - Product Designer

Brussels, Belgium | 2017 - 2018

Worked on the adaptation of the web app to mobile, both for Android and iOS. I took part in the big re-branding project, helping to create the new brand style guides and design system. Collaborated on revamping the UI and UX of an internal back-office tool.

I also helped and provided training to the Marketing team to create simple webpages for seasonal campaigns, reducing dependency from the product development team.

CelFocus - Product Designer

Porto, Lisbon, Dubai | 2014 - 2017

I worked as a consultant for Vodafone Portugal and du, an Emirati TELCO Company. I helped improve the interfaces and usability flows from the B2B portals that were going to be used on the first Apple store in Dubai. In 2015 I became the design lead for du's projects.

I was the product designer for the Vodafone's 'Smart Router' app and helped on the re-branding of their Design System, back in 2016.

Competency

Product Design
Design systems
Prototyping
Illustration
User Research

Software

Sketch
Figma
InVision
Maze
Photoshop
Illustrator
Affinity Designer

Languages

English
Portuguese

Education

HTML5 & CSS3
[ESAD, Matosinhos](#)
2012

Master's degree in Image Design
[Faculdade de Belas Artes da](#)
[Universidade do Porto](#)
2011-2012

Audiovisual
[Facultad de Bellas Artes -](#)
[Universidad del Pais Vasco](#)
2010

Degree in Multimedia Design
[Universidade da Beira Interior](#)
2007-2010