



Hi! I'm Vitor, a UX/UI designer that combines design thinking methodology with technical frontend skills to deliver intuitive interfaces and meaningful brand identities. With 9+ years of design experience, I believe every project is an opportunity to understand users deeply and create solutions that truly make a difference in their lives.

Key Skills

UX/UI Skills

- **UX Research:** User Interviews, Personas, User Journey Mapping
- **UX Design:** Wireframing, Prototyping, Information Architecture
- **UI Design:** Visual Design, Design Systems, Responsive Design
- **Testing:** Usability Testing, A/B Testing, User Feedback Analysis
- **Methodology:** Design Thinking, Human-Centered Design, Agile/Scrum

Technical Skills

- **Frontend:** HTML5, CSS3, JavaScript, Responsive Web Design
- **Design Tools:** Figma, Adobe XD, Sketch, Adobe Creative Suite
- **Development:** Git, OutSystems, SQL
- **Cloud & Analytics:** Azure (Beginner), Google Analytics
- **Collaboration:** Miro, Notion, Slack

Languages

- Portuguese (Native)
- English (C1)

My Design Process

**Discover:** User research, stakeholder interviews, competitive analysis  
**Define:** Problem definition, user personas, journey mapping  
**Design:** Wireframing, prototyping, visual design, design systems  
**Deliver:** Implementation support, usability testing, iteration  
**Optimize:** Performance analysis, user feedback integration, continuous improvement



Certifications

- **UX/UI** @ Faculty of Sciences, University of Porto (2025)
- **OutSystems Frontend Development** @ Faculty of Sciences, University of Porto (2025)
- **UX ROI & Business Impact** @ EDIT. - Disruptive Digital Education (2025)
- **User Experience & User Interface** @ EDIT. - Disruptive Digital Education (2024)
- **Full-Stack Development** @ Rumos (2023)
- **Microsoft Azure Fundamentals** @ Microsoft Certified (Galileu school) (2023)

Work Experience

Freelance UX/UI Designer & Brand Strategist

- Designed digital interfaces improving user engagement
- Conducted user research and usability testing for web applications
- Created comprehensive brand identities
- Developed responsive websites and mobile-first designs using modern frontend technologies
- Collaborated with development teams to ensure pixel-perfect implementation

Core Services:

- End-to-end UX/UI design process
- Brand identity development and visual design systems
- Frontend development and technical implementation
- User experience audits and conversion optimization

MUNA, Organic Vegetables

- UX/UI design for digital platforms and brand touchpoints
- Develop and maintain social media strategy
- Create cohesive brand experiences across multiple channels
- Design and implement user-friendly content management systems