



Recent Experience

BP
Senior Product Designer
April 2023 - September 2023
📍 London, Remote - Contract

While at BP, I worked on the discovery team to create a new internal web app to enable auditing and tracking of sales for biofuel processing. Day to day involved creating user flows, visual designs, using the BP design system, running user interviews and presenting work to stakeholders. I was also a key part of helping to define new ways of working of the design team.

Hubble
Lead Product Designer
January 2023 - March 2023
📍 London, Remote - Contract

Hubble is a startup focused on enabling companies and professionals to find workspaces that match their needs. In a very agile environment focused on conversion, I helped on their acquisition and conversion efforts by auditing their current UX for both their HQ business and their new product, Hubble Pass. This was done by suggesting and designing new features and improving their current interface and workflows between design and tech team.

Matter of Form
Product Designer
December 2022 - January 2023
📍 London, Remote - Contract

I worked with Matter of Form on a healthcare tablet app proposal together with PwC for Neom, the company responsible for innovative futuristic cities such as the Line. As an incredibly focused blue sky thinking project, the app was a tool for clinicians to empower their daily work through the use of AI, digital twins and simple and innovative interactive interfaces.

Nando's
Senior Product Designer
October 2021 - December 2022
📍 London, Remote - Contract

I worked on the team responsible for the login, registration and profile. While at Nando's, I redesigned their login and registration pages and helped implement 2FA into their login flows to make the user access more secure. Ran user research and interviews, created wireframes, prototypes and final visual designs, while working closely with the development team supporting them in the delivery of this work.

Deltatre
Product Designer
March 2021 - June 2021
📍 Remote - Contract

I've worked on the concept design for a new mobile app for Sports Net, one of the biggest sports broadcasters in Canada. This project was a discovery process that included competitor analysis, workshops with the clients, several rounds of feedback, wireframe, low fidelity prototyping, all the way to a high-fidelity prototype and mockup of an app that offered live sports streaming, a timeline of rich media content, interactive features like "watch with friends", connection to TV, fantasy league, online betting and more.

&Us
Senior Product Designer
January 2020 - August 2020
📍 London, Remote - Contract

Product Designer working in UI/UX design, design systems, leading workshops, running user interviews sessions and client presentations. As a consultancy, a big part of my work is working in partnership with our client while embedded in their team, and constantly educating the client of the value of design and design methodologies in their organisation. Clients include Novartis and The Economist.

Appnovation
Design Lead
February 2019 - January 2020
📍 London, Remote - Contract

Design Lead working in UI/UX, visual and web design. Responsible for pitching, lead design and managing a team on the re-design of Alpro global website (www.alpro.com). Client facing, involved in workshops, presentations and working in creative strategy and deck proposals. Clients include pharma and FMCG.

Farfetch
Senior Product Designer
September 2018 - February 2019
📍 London, Remote - Contract

Senior UI Designer for Store of the Future. Worked as the lead designer for Shop Floor App for Chanel, an iOS app for the employees to manage stock, clients purchasing habits, etc. Interaction design and prototyping for an interactive fitting room

RMA
Senior UI Designer
March 2017 - November 2017
📍 London, Remote - Contract

Lead UI designer for Virgin Media, working on responsive websites and mobile apps. Created a "customise your bundle" page to allow users to add extras to their service package. Worked included UI design and prototype creation, working

Education

Masters in Design and Multimedia
Universidade de Coimbra 2009-2012

Bachelor in Communication and Multimedia Design
ESEC 2005-2009

Other

Published book
Creating Flat Design Websites - Packt Publishing - 2014

Written online articles for
Designmodo
Web Designer Depot
Awwwards

Teaching
Teacher at Designlab: UX Academy, UI Foundations, Career Services & Support

Public speaking
"The good, the bad, the ugly" - General Assembly London
Finding your balance: Career, Money & Quality of life - General Assembly London
"Lazy Designer" - Design Lab London

Tools
Figma, Sketch, Adobe suite, Zeplin, Principle

Clients
Novartis, Roche, DHL, Microsoft, Xbox, PwC, Neom, Alpro, JTI, Trapeze, Glimpse Protocol, Hunter Douglas, Trillium Beverages, Nescafé, Western Union, BT, Braun, Sainsbury, Mercedes, Citroen, Peugeot

The Economist
Visual Design Lead
November 2015 - April 2016
📍 London - Contract

Lead visual design for the Economist Intelligence Unit. Responsible for the visual design of user interface of multiple web products of the Economist Intelligence Unit.

AMV BBDO
Senior Digital Designer
October 2015 - November 2015
📍 London - Contract

Design and concept of online advertising campaigns. Design for rich media and mobile formats, site takeovers, Digital Out of Homes, etc. Clients included BT, Braun, Sainsbury, Mercedes.

McCann London
Senior Digital Designer
September 2014 - February 2015
📍 London

Lead Digital Designer of the Microsoft team. Responsible for designing and overseeing digital campaigns for Xbox One, Microsoft Phone and Surface 3 Pro. Responsible for overseeing a mid-weight designer and the work of a team of 5 flash developers.

Vibrant Media
Senior Digital Designer
June 2013 - August 2014
📍 London

Design and development of interactive online advertising such as full-screen takeovers and microsites. Design and creation of concepts for new products and advertising formats, with special focus on mobile and responsive formats. Clients included Microsoft, IBM, Citroen, Head and Shoulders, Knorr, Hellman's, Sony.

Other roles

Futurebrand
Senior Digital Designer - May '18

Impossible
Senior UI Designer - Jan to March '18

Reed Exhibitions
Senior Digital Designer - Jul '16 to Jan '17

MullenLowe Profero
Senior Digital Designer - Jun '16

Spring Studios
Senior Digital Designer - May '16

Maverick
Digital Art Director - Mar to Aug '15

Burocratik
Web Designer - May to Oct '09

EuroRSCG
Digital Designer - Jun '08 to May '09