



Hi, my name is António Pratas and I'm a

**DESIGN LEAD &
PRODUCT DESIGNER**

ABOUT ME

I'm a Freelance UI/UX and Product Designer and Design Lead with over 15 years experience in the industry.

I have worked in a number of high-profile advertising agencies, including Havas Digital, McCann London and AMV BBDO. I've also had the opportunity to work in consultancies and client-side for clients such as Virgin Media, Roche and Novartis, and for other clients such as DHL, Microsoft, Nescafé, Alpro, among others.

I have a long experience of working end to end in a project, from working closely to stakeholders and clients to understand their needs, expectations and requirements, while also having hands on experience of designing both wireframes and visual designs, all the way to creating and presenting interactive prototypes either with Invision or Principle.

I also have experience working with and creating design systems, component libraries, responsive designs, web and mobile apps (iOS and Android). I'm also happy to focus more in the strategy side of things, and running user research and testing, creating personas and running workshops alongside the design work.

Apart from this day to day , I've also written a book on Flat Design, a number of articles for design blogs, such as Webdesigner Depot and Designmodo, and I'm a design mentor at Design Lab (trydesignlab.com).

SOME BRANDS I'VE WORKED WITH



The
Economist

NOVARTIS



Microsoft

NESCAFÉ



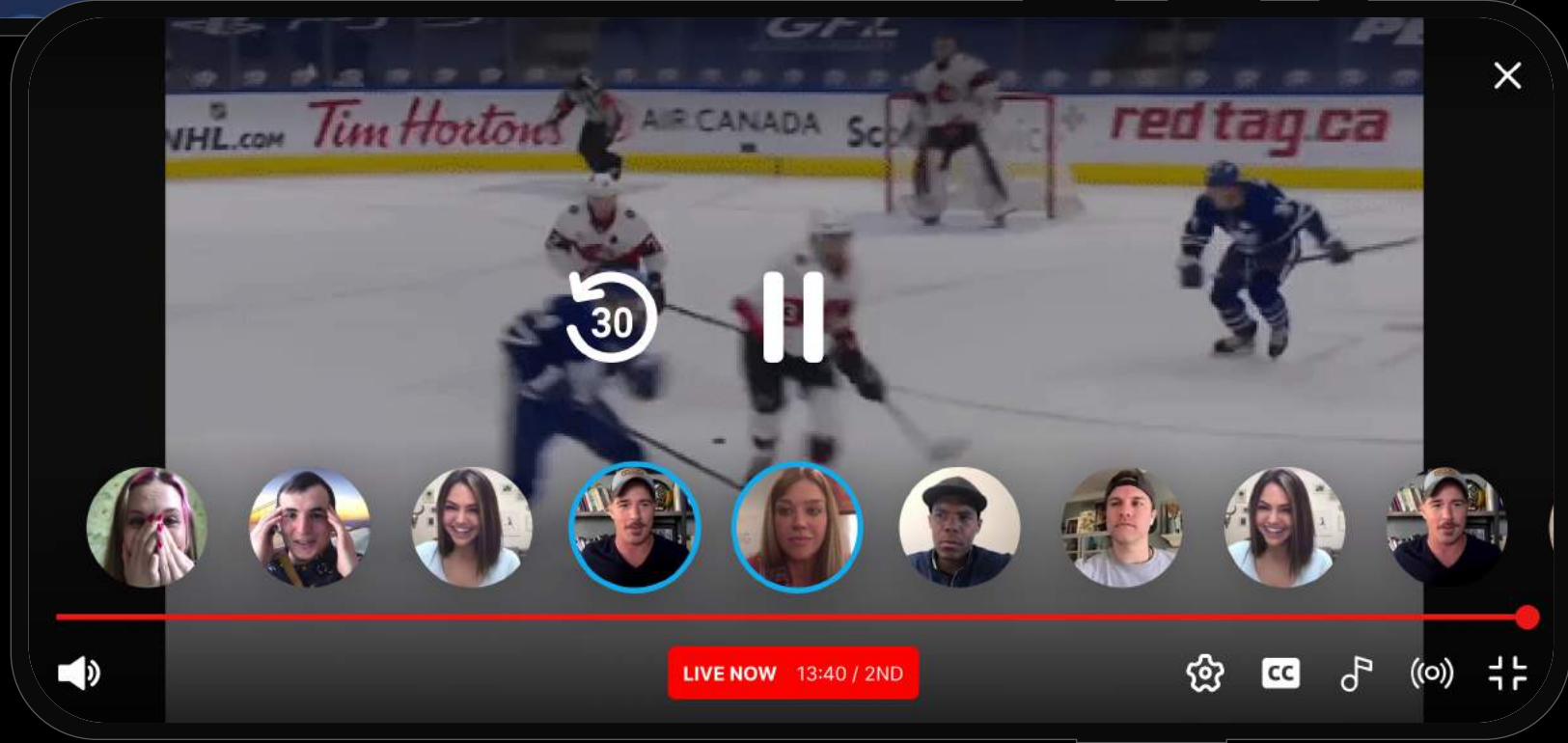
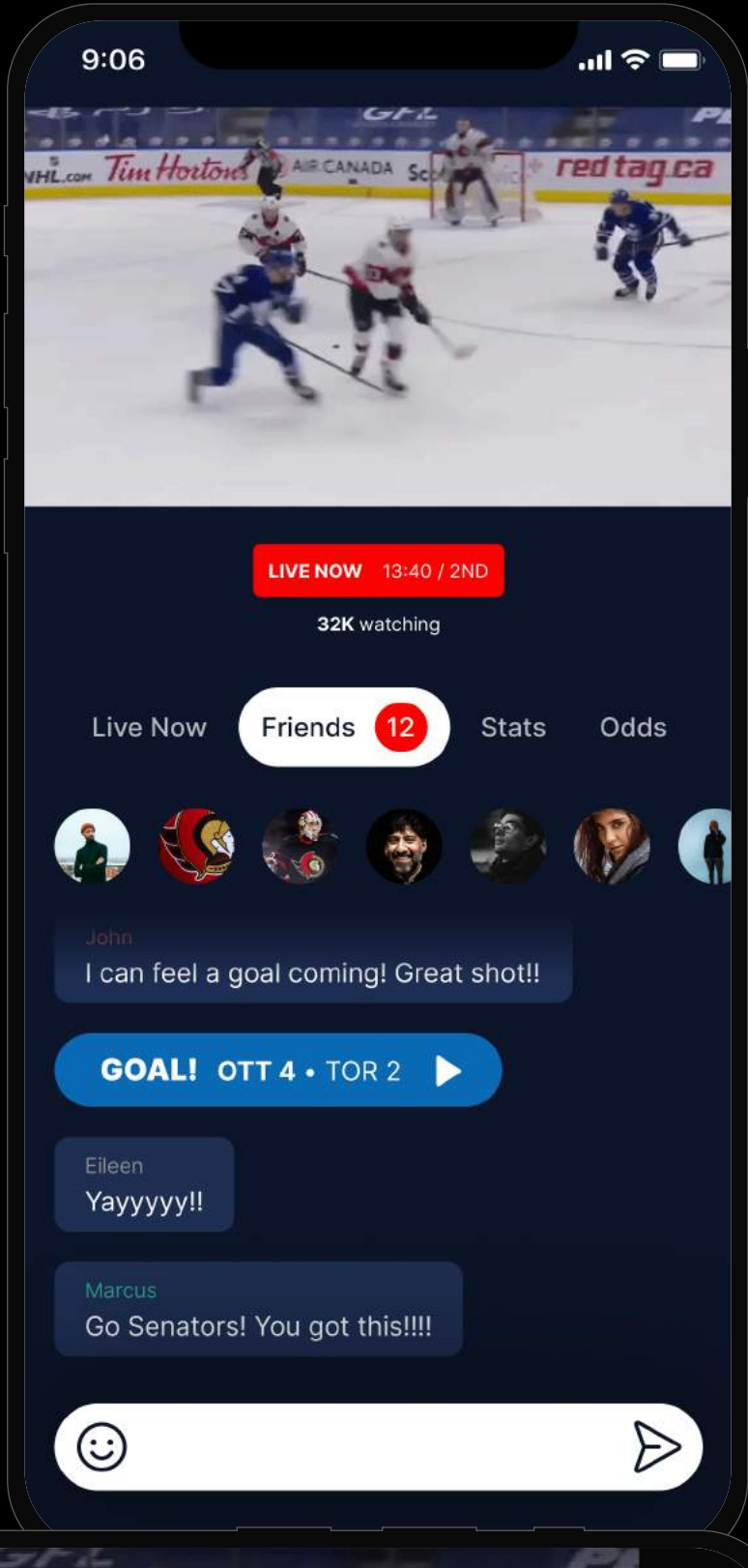
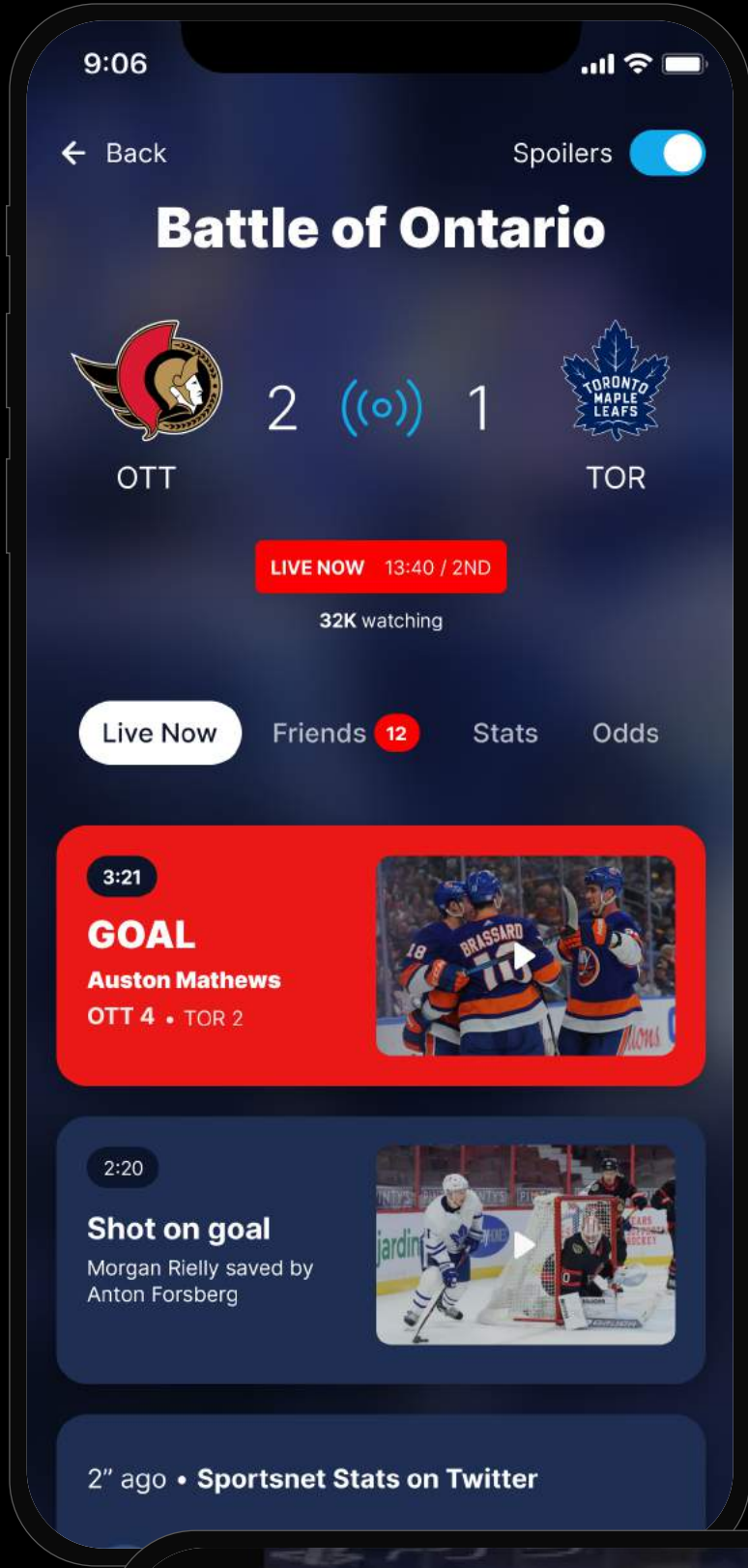
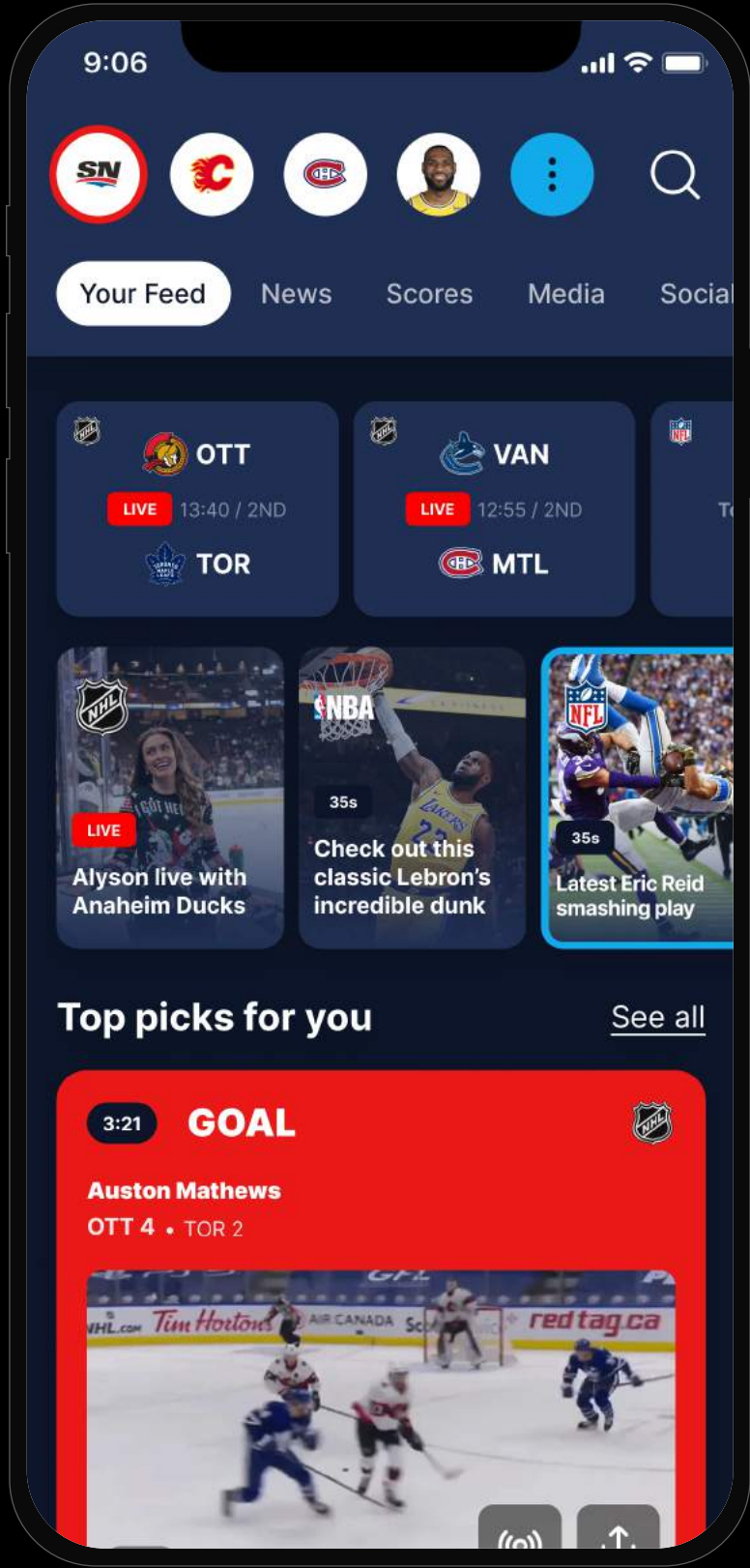
SN NOW

Working with Deltatre, the world's leading sports and entertainment technology provider, I've worked on a proposal for a re-imagined and re-designed mobile app for SportsNet, one of the biggest Canadian English-language sports specialty channel.

With a brief to propose new and exciting features, that could attract a younger user base and lead to longer engagement rates, this project involved a discovery stage where we analysed the direct competition and similar markets to understand how and where SN NOW could distinguish themselves.

This project included discovery, research, creation of personas, creation of wireframes, visual design and building of prototypes, and some of the features that were proposed included:

- Onboarding to better personalise the app experience to the user
- League stories: easily allow the users to navigate through the highlights of multiple leagues in a familiar and video format
- Live score cards of multiple games to keep up with multiple sports and games without having to watch each individually
- Live streaming features such as watch with friends, to allow users to watch a game with their network and talk and comment on a private group chat on highlights and real time plays, sharing highlights of a game to social media
- Live game text feed, keep up with a game without watching with play by play comments and short video/gif of highlights
- Live betting and fantasy leagues
- Streaming to TV through Airplay and Chromecast while using the mobile device as a second device experience, allowing to chat or live call while the game plays on TV.

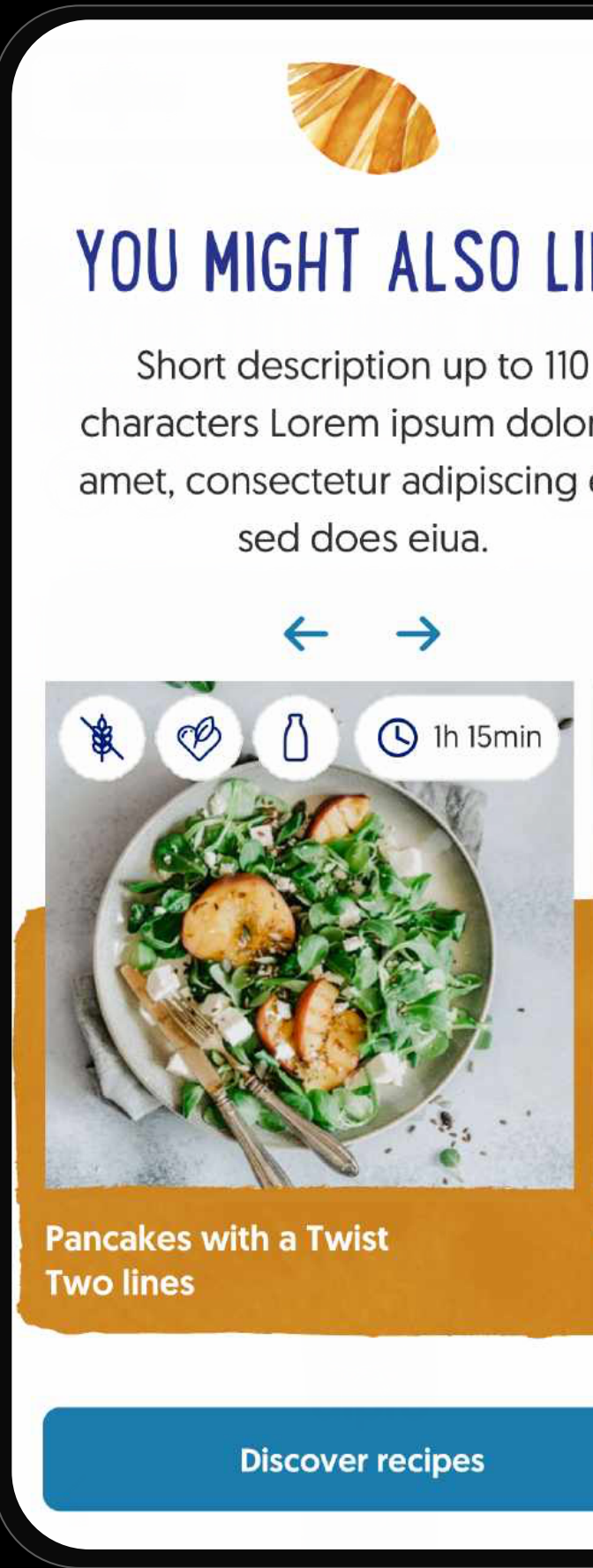
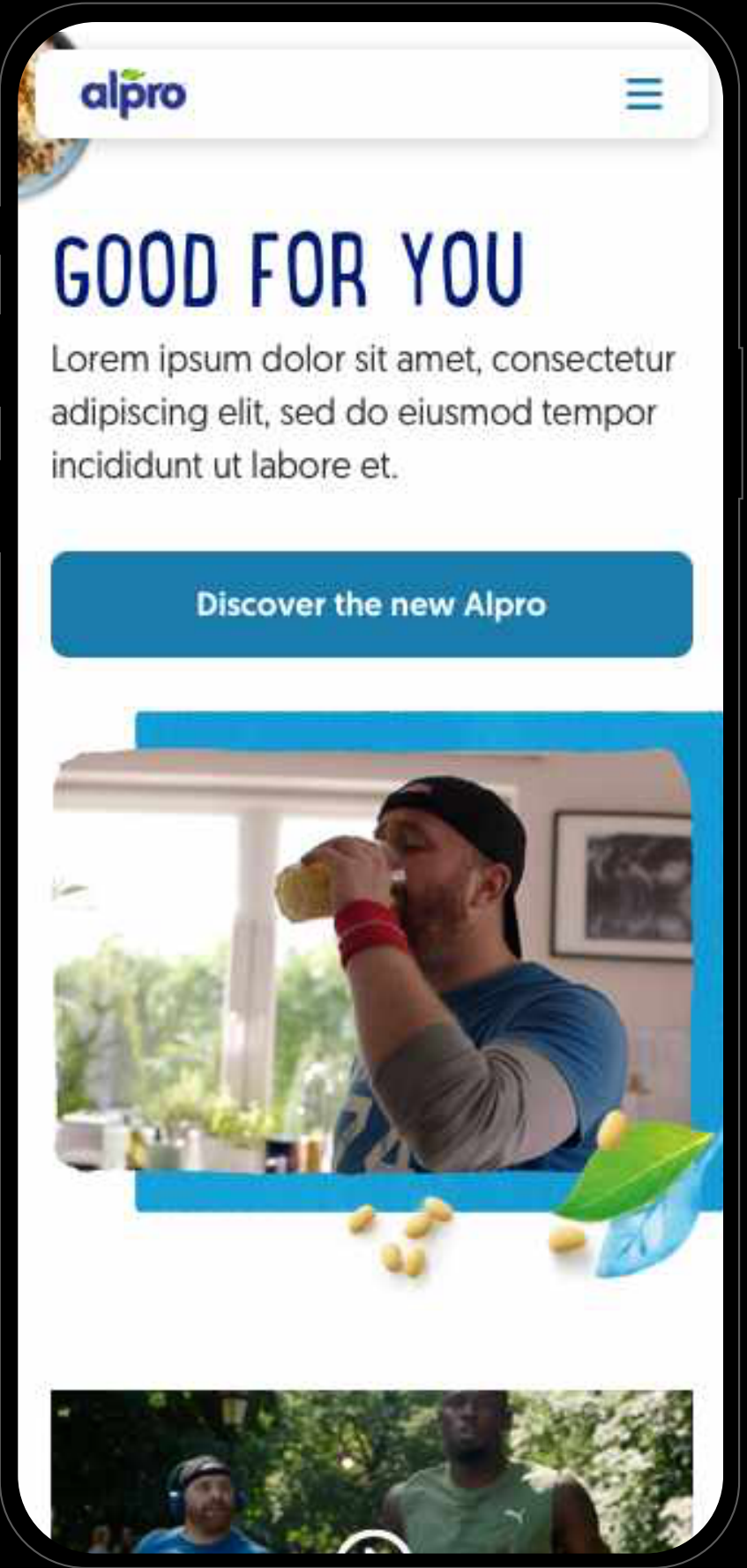
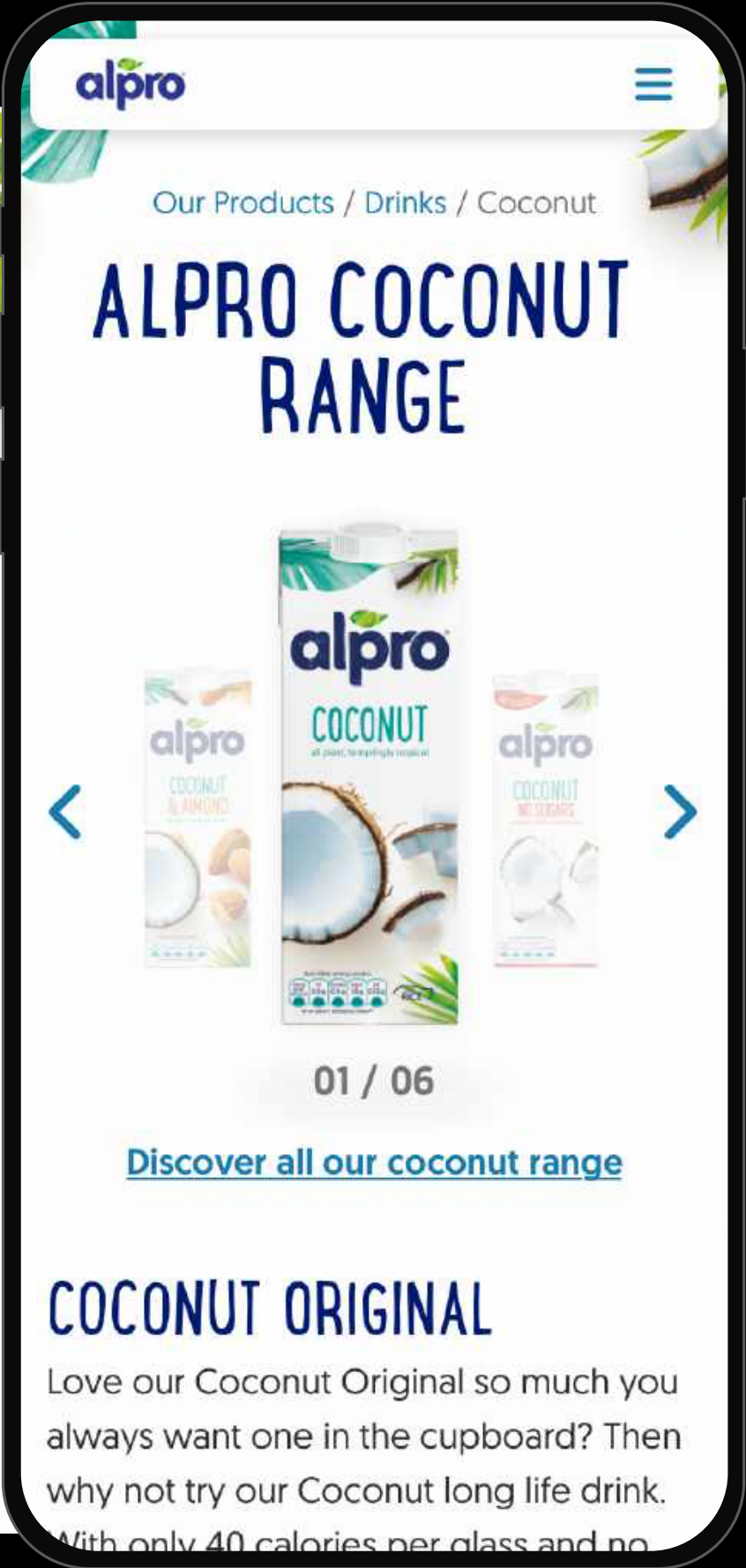
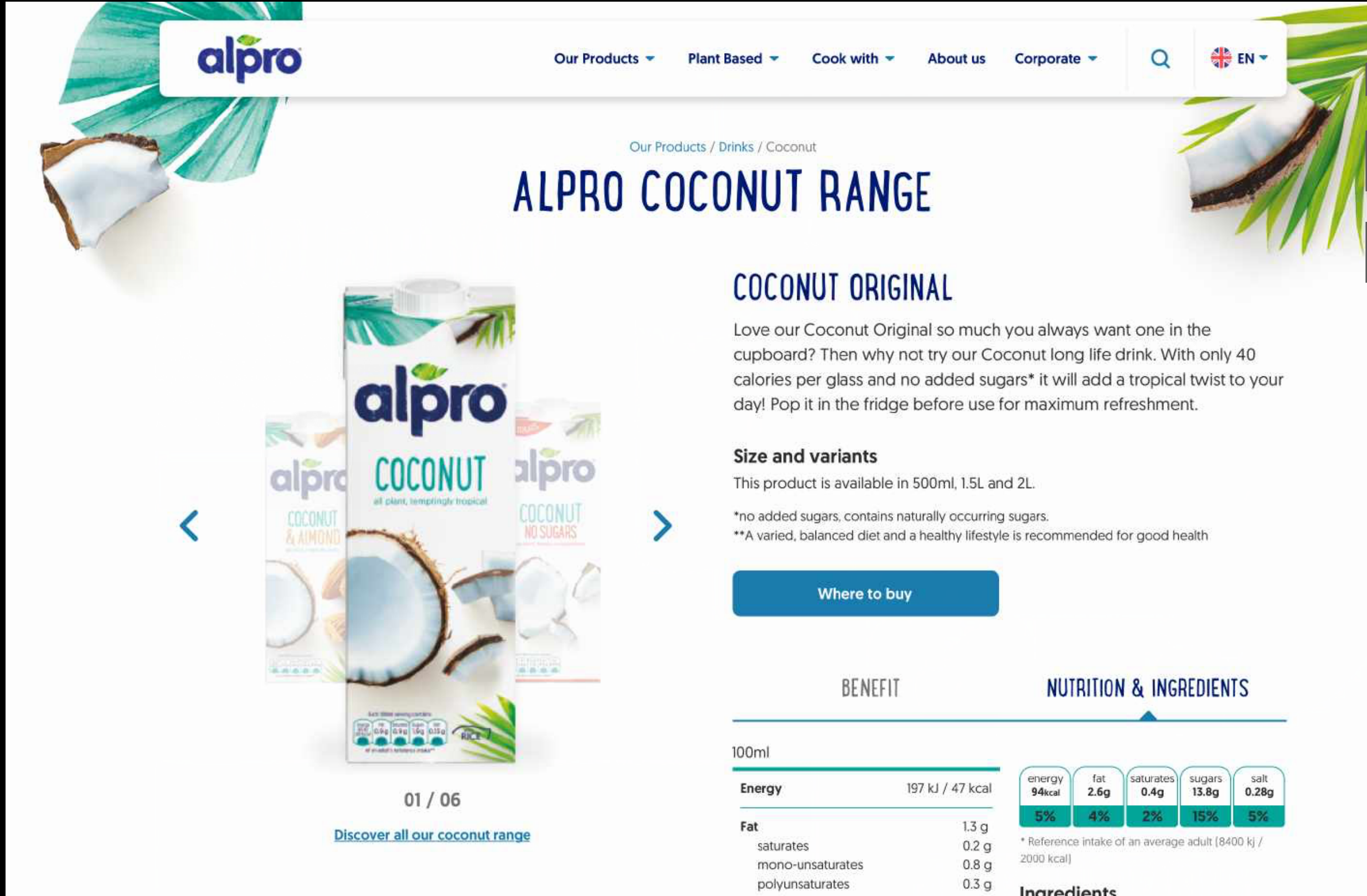


ALPRO.COM REDESIGN

I led the creative and visual part of a pitch proposal for the redesign and launch of the new www.alpro.com alongside their new brand launch.

After a sucessful pitch presentation and winning the project, I was brought in as the Design Lead for an initial discovery process and for the whole duration, where I was the responsible for the design direction and final delivery of the website.

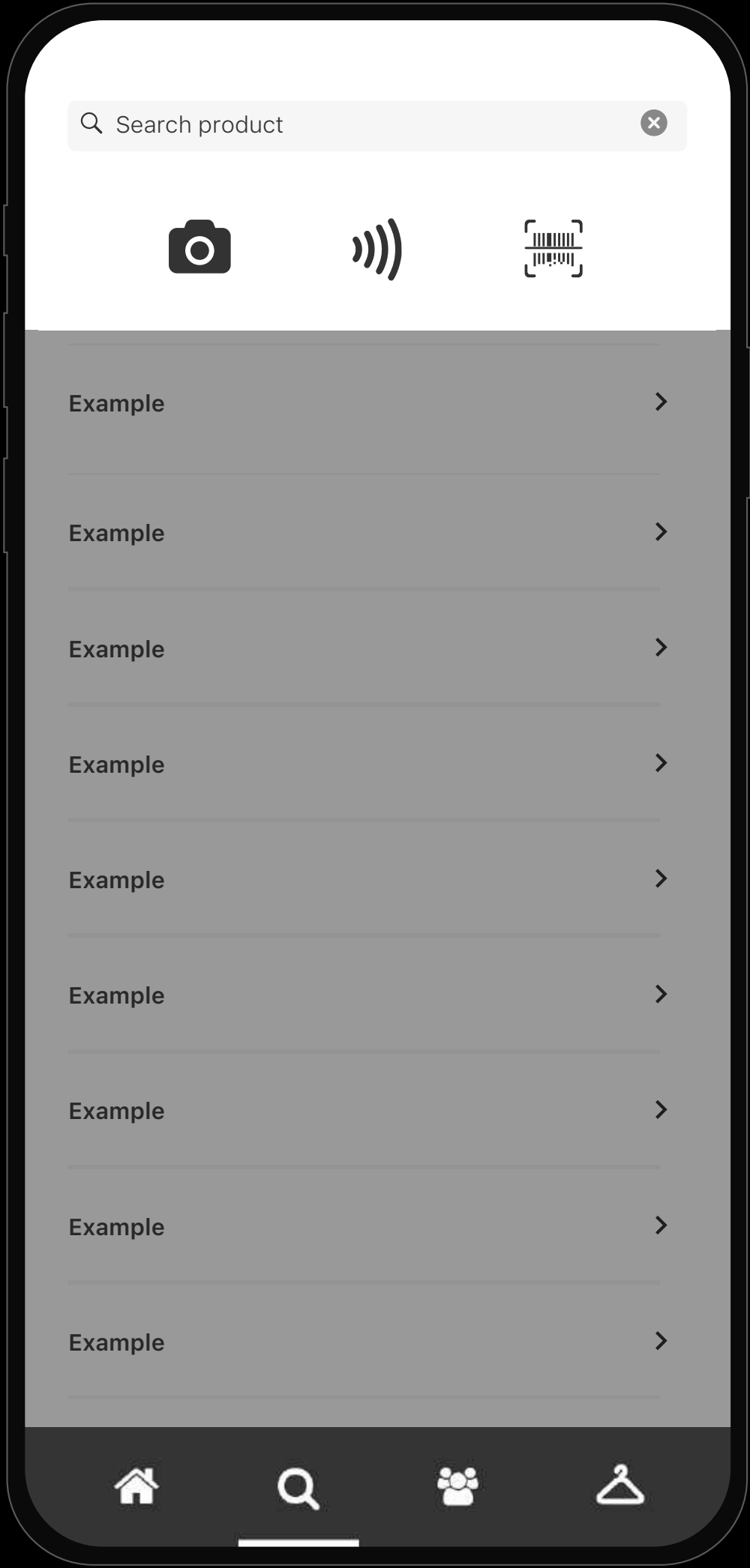
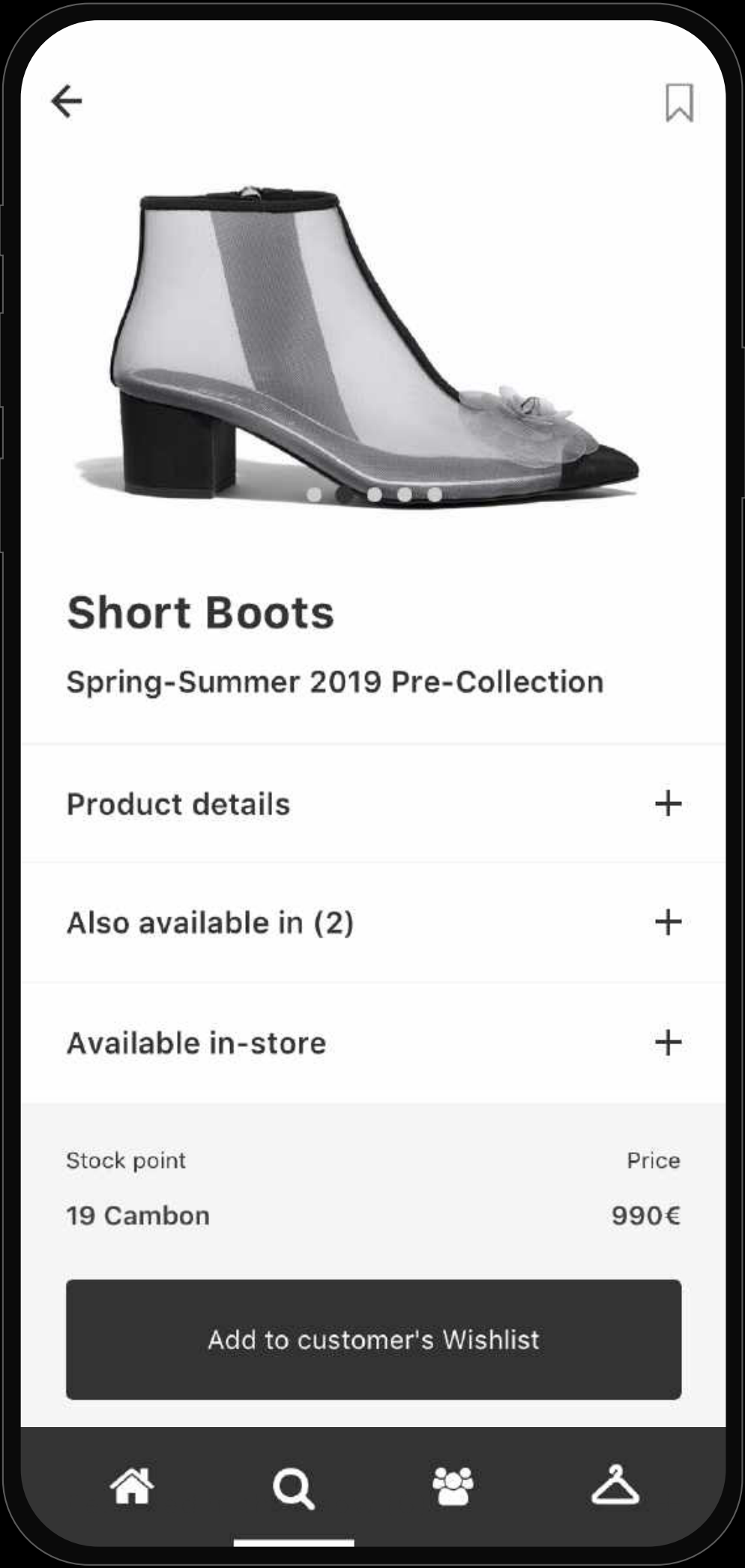
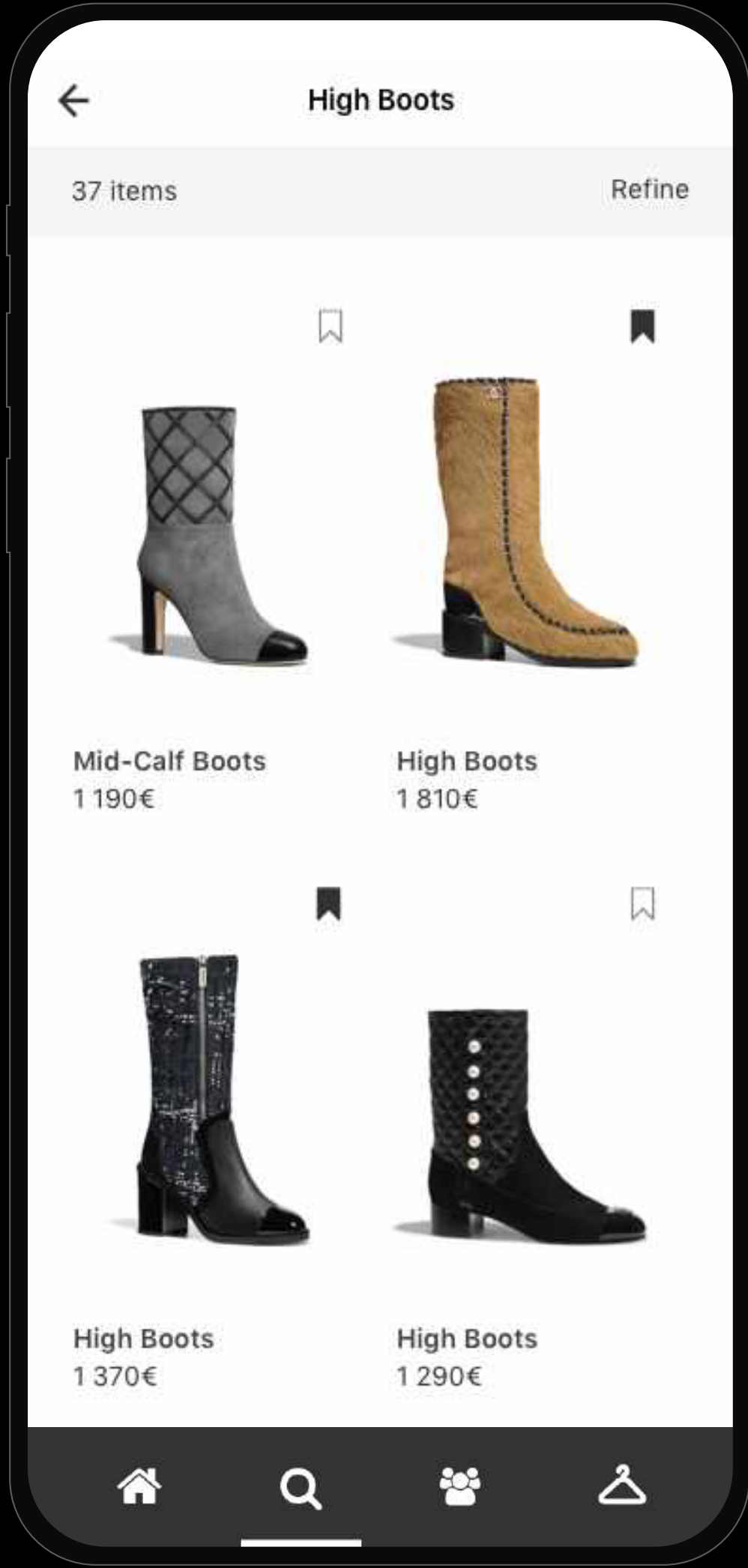
With a challenging deadline, 30+ countries to deliver to, a component library to create to templatise our design into a CMS and with a new and responsive design to create and approve with several client stakeholders, this was a very complex project but one that led to a very happy relationship with the client and a great end result.



FARFETCH

Worked as the lead designer for Shop Floor App for Chanel, an internal iOS app for shop employees to manage stock, clients' purchasing habits, etc.

Work included mobile design, interaction design and prototyping in Principle for an interactive fitting room mirror.



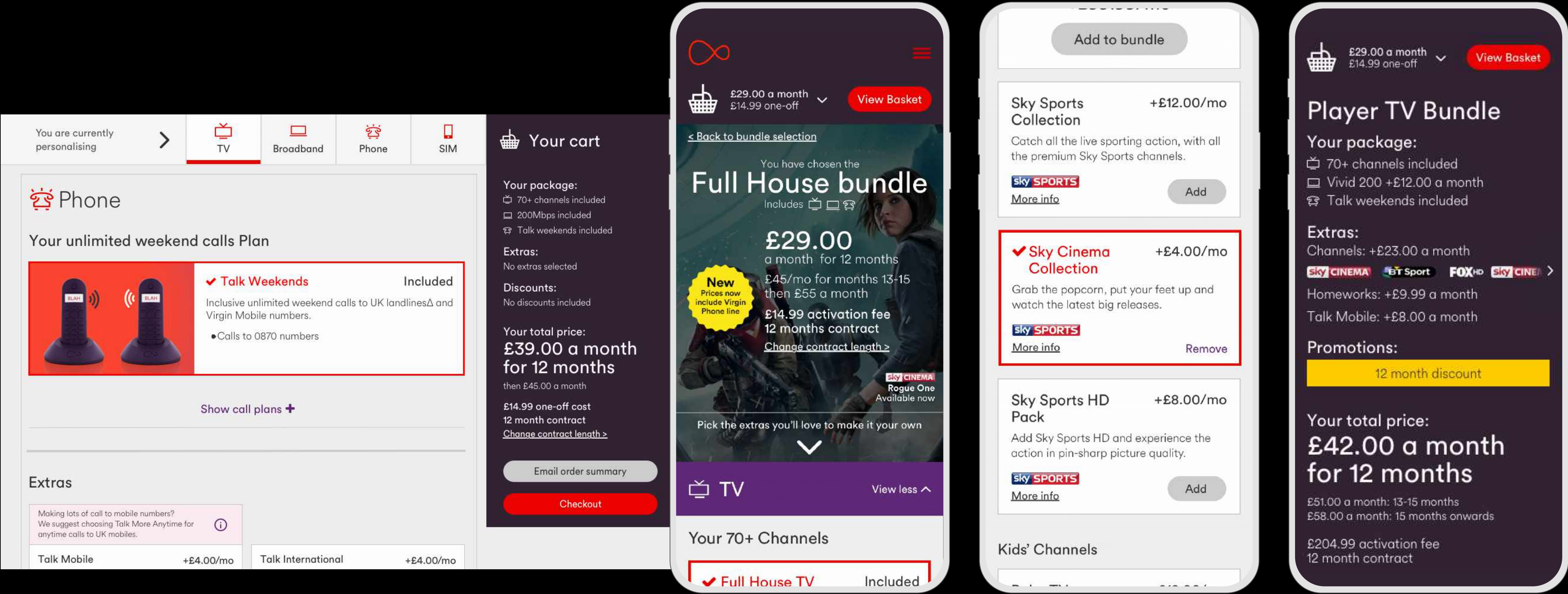
VIRGIN MEDIA

While working at RMA/NTT Consultancy on the client side with Virgin Media, I was defined as the Lead UI Designer for Virgin Media new bundles page.

The objective of this project was to design on web a responsive design that would offer an app experience on the web, especially important for the mobile.

The goal of the page was to upsell to new and existing customers different and new offers on their services, such as extra sports packages, faster broadband or phone service.

The work included the design of the flow, the visual design and creation of a prototype and micro animations such as "add to basket" animation to create a rich experience for the end user.



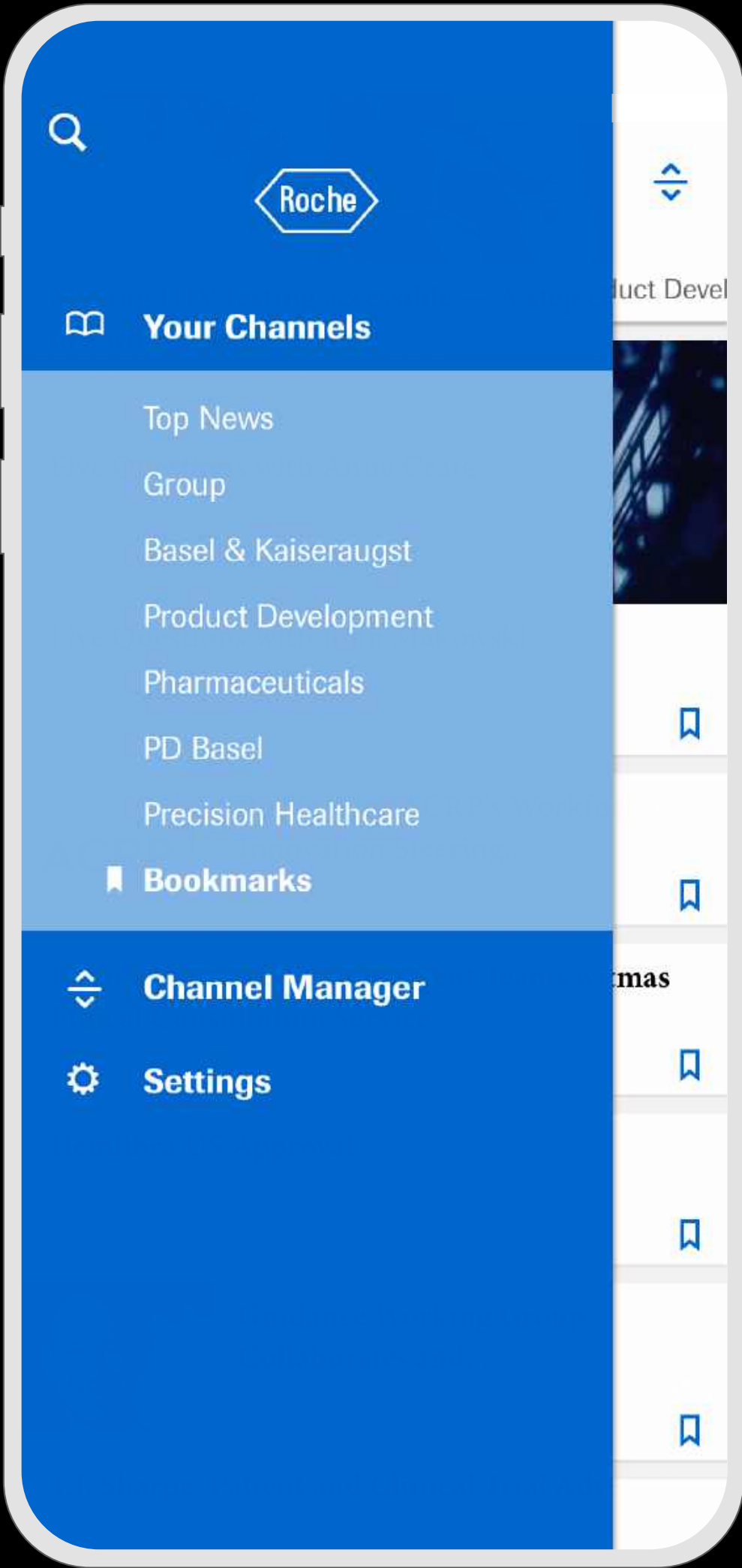
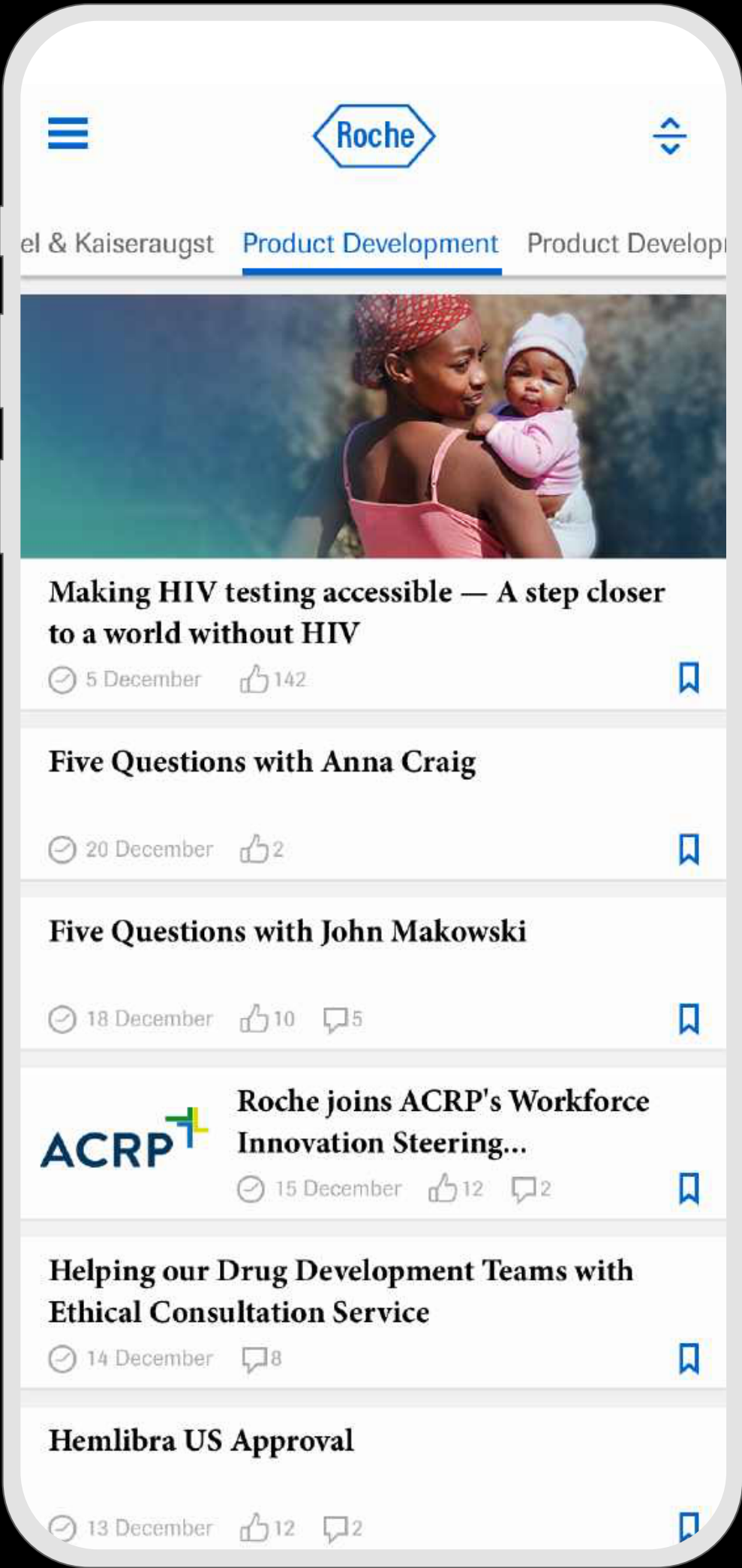
ROCHE

This was a 4 week project done with an internal Roche stakeholder that wanted to revamp their internal paper and article website section. The main issue with the current page was the amount of content and how hard it was to navigate, find and consume that content.

We proposed an app that provides a mobile reading experience so that any employee can easily subscribe, find and read scientific papers and news articles. This was done using an altered version of design sprints, running 1 week long sprints.

On Monday I'd would define with the agency and client what the design goal of that week would be, and then I would design and prototype the agreed features/ screens and on Friday we did 3 to 4 user testing sessions with employees to gather feedback and input on the work done thus far. I'd implement those changes and then would repeat the same formula each week.

In 4 weeks I've achieved together with the client a minimalistic fully designed app and prototype that every user was happy with and keen to use on their daily work routines. This project was responsible for winning some work with the client through the agency I was working with.

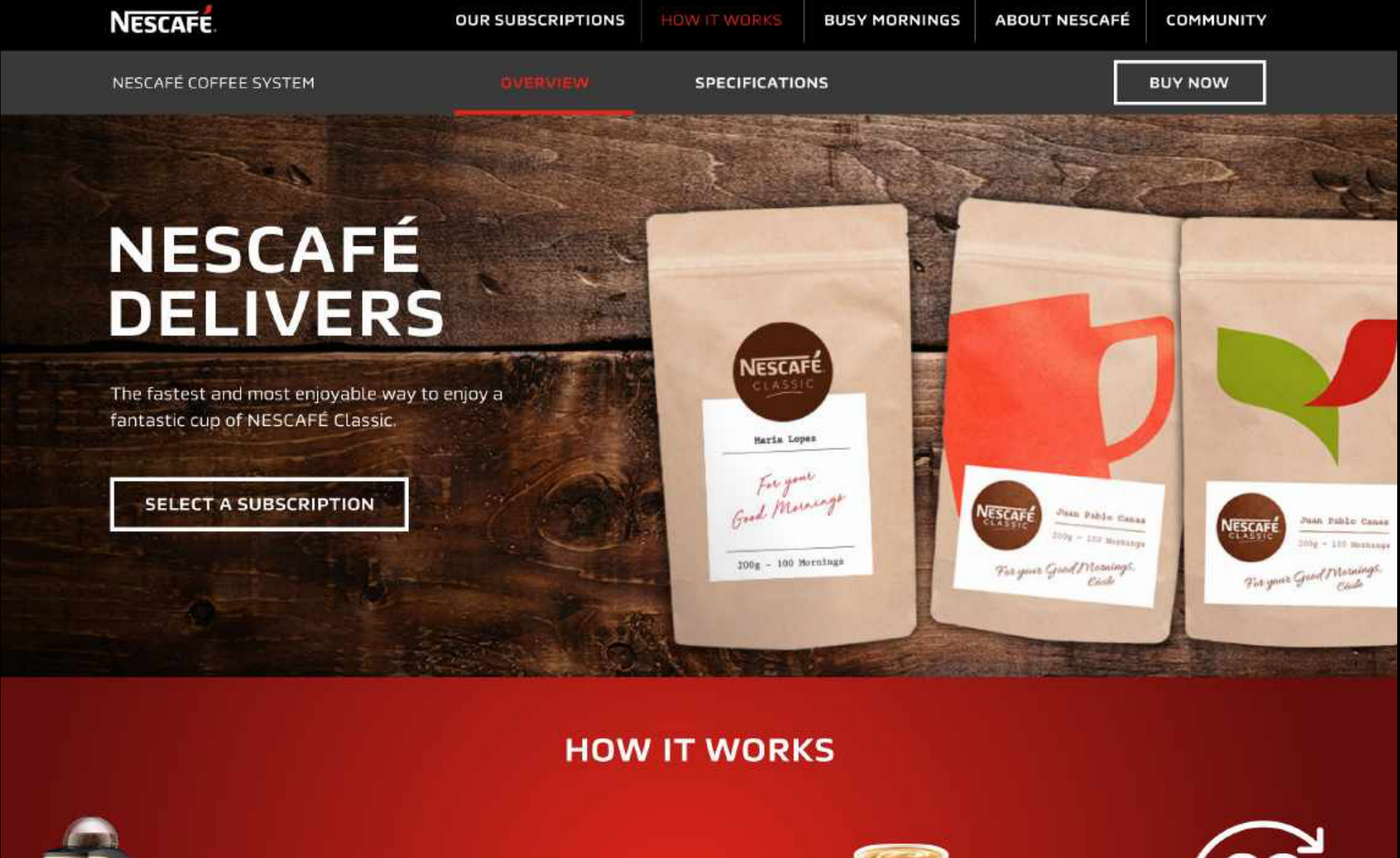
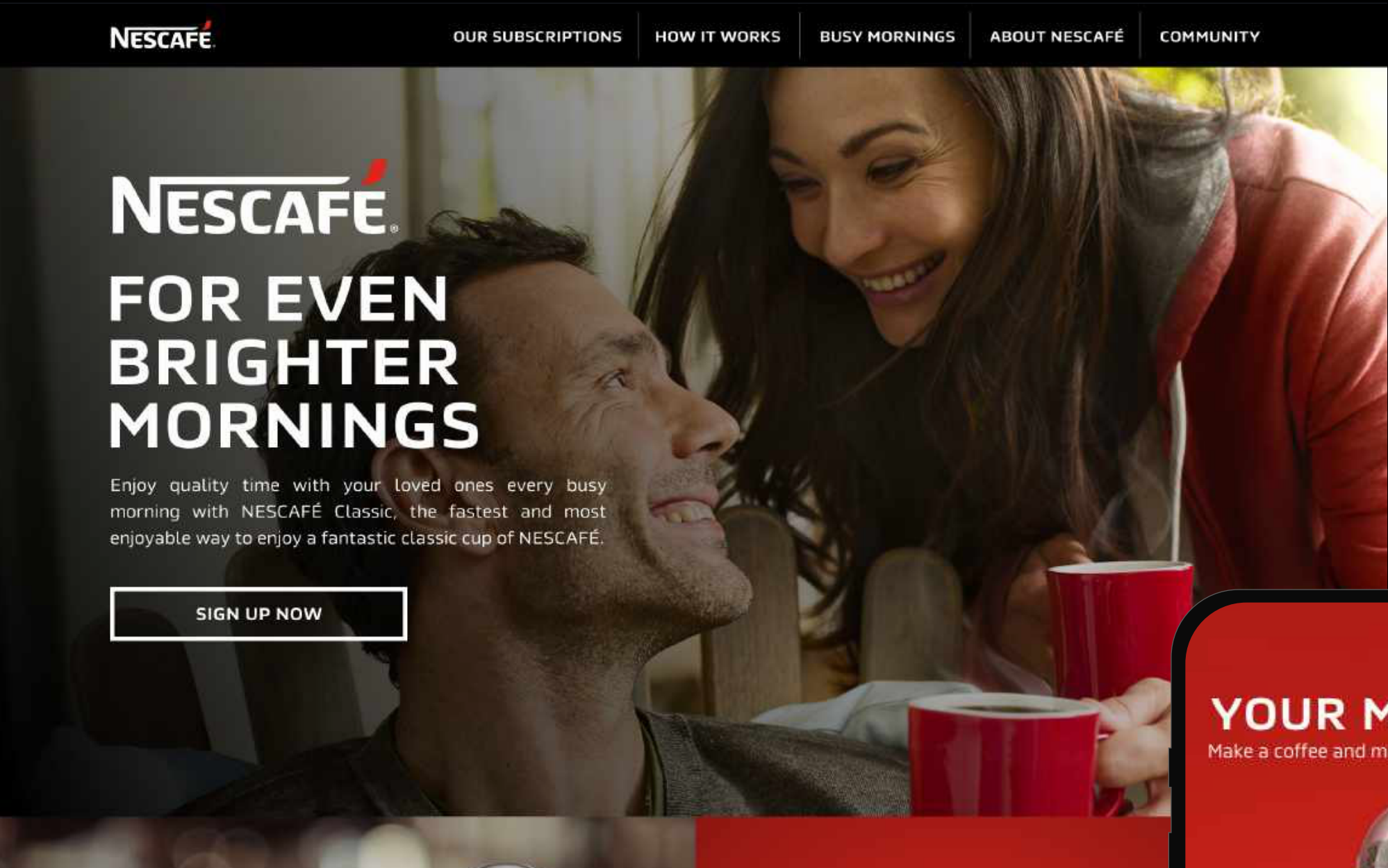


NESCAFÉ

Working with a Branding agency, I've designed a digital proposal for a website and mobile app for a new coffee service.

Focused highly in respecting the brand of Nescafé and translating it into digital, I focused in bringing the products to life in imagery that reflected the lifestyle and the purpose of the service, as well as the target market for this service.

The mobile app connects to a smart coffee machine, allowing the client to easily check the status of the machine, pour coffee, clean, etc, as well as checking coffee drinking trends.



GOED

Website design proposal for the Belgian pharmacy chain Goed.

As part of Goed's rebranding process, the company was looking for an agency to redesign and develop their new website to match a new visual language and look.

While as a design lead at Appnovation, I've created some quick visuals to illustrate a first visual proposal for their homepage alongside a pitch deck.



THANK YOU.