

Passionate about creating better user experiences through aesthetics and problem-solving. Committed to delivering exceptional work, thriving on innovation, and helping clients reach their goals with precision and dedication.

Experience

■ **UX/UI Designer** — **Centific** - Remote (New York, USA) | Oct 2021 – Present

- Lead UX/UI design efforts for multiple digital transformation projects, including enterprise-grade SaaS platforms, web applications, and customer-facing digital experiences
- Translate business goals and technical requirements into intuitive and scalable design solutions for both B2B and B2C audiences
- Collaborate cross-functionally with product managers, developers, and stakeholders to define user requirements, prioritize features, and iterate designs based on feedback
- Produce comprehensive design deliverables including user flows, wireframes, interactive prototypes (Figma, Adobe XD), and high-fidelity mockups aligned with brand and accessibility standards
- Contribute to the development of scalable design systems and component libraries to ensure consistency across product teams
- Conduct usability testing and apply insights to optimize user journeys, reduce friction, and improve engagement metrics across platforms
- Design engaging multimedia content such as educational video tutorials, product demos, and motion graphics to support product onboarding and marketing initiatives
- Projects include UI modernization of legacy systems, responsive redesigns for enterprise portals, and interactive dashboards for data-rich environments

Key Achievements:

- Helped reduce onboarding friction by redesigning a client-facing dashboard, resulting in a 30% increase in task completion during usability testing
- Designed a modular SaaS UI that improved development handoff and accelerated time-to-market for a major enterprise client
- Collaborated on localization-ready UI templates that supported over 25 languages across international product deployments

■ **Senior Designer** — **Blue Fountain Media** - Remote (New York, USA) | March 2013 – July 2021

- Designed websites, responsive UI, banners, and videos for local agencies and clients
- Developed branding materials including brochures, flyers, and presentations
- Maintained strong client relationships and adhered to brand standards

■ **Art Director** — **ARC Worldwide** - Lisbon, Portugal | Jun 2008 – Mar 2013

- Led design on interactive web experiences, mobile apps, and marketing assets
- Worked closely with developers and cross-functional teams to meet deadlines
- Produced video content and digital animations for client campaigns

- **Interactive Designer** — **MRM McCann** - London, UK | Mar 2008 – Jun 2008
 - Designed promotional games, landing pages, and marketing campaigns for clients like MSN
 - Contributed to redesigning Intel.com and updating its design guidelines

- **Visual Designer** — **Pupula Corporate Solutions** - Portugal | Mar 2002 – Feb 2006
 - Developed websites and interactive kiosks for tourism and real estate clients
 - Designed print collateral: brochures, flyers, ads, stationery, and logos

Education

Graduation in Communication Design — **University of Algarve** – Portugal | 1998 – 2021

Studied graphic design, branding, advertising, typography, digital media, user empathy, and design software tools.

Skills

- **Design & Tools**
Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Animate), Sketch, Adobe XD, Miro
- **UX/UI**
Wireframing, prototyping, user research, usability testing, mock-ups, design systems
- **Visual & Motion**
Video editing, motion graphics, animation
- **Frontend**
HTML & CSS, responsive design
- **Soft Skills**
Cross-functional collaboration, creative problem-solving, user empathy, communication, adaptability, time management, initiative

Portfolio

 behance.net/design4passion

 dribbble.com/design4passion

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Open to collaborating with forward-thinking teams and agencies.

Let's connect and create great work together.