

Miguel Mendonça

UX/UI Designer | Visual Design | Art Direction

 miguelmendonca321@gmail.com

 [linkedin.com/in/design4passion](https://www.linkedin.com/in/design4passion)

About Me

I'm a UX/UI and Visual Designer with 20+ years of international experience across agencies, product teams, and freelance work. My focus is on crafting digital products, interfaces, and brand systems that are visually refined, user-friendly, and adaptable across platforms.

I've collaborated with global teams in Portugal, the UK, and the US, delivering design for SaaS platforms, dashboards, responsive websites, branding, and motion graphics. My work combines strong visual storytelling with clean UI and design systems that scale.

Experience

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

Lead design for SaaS platforms, enterprise apps, and customer-facing digital products. Work includes UI modernization, design system creation, interactive dashboards, and multimedia content.

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

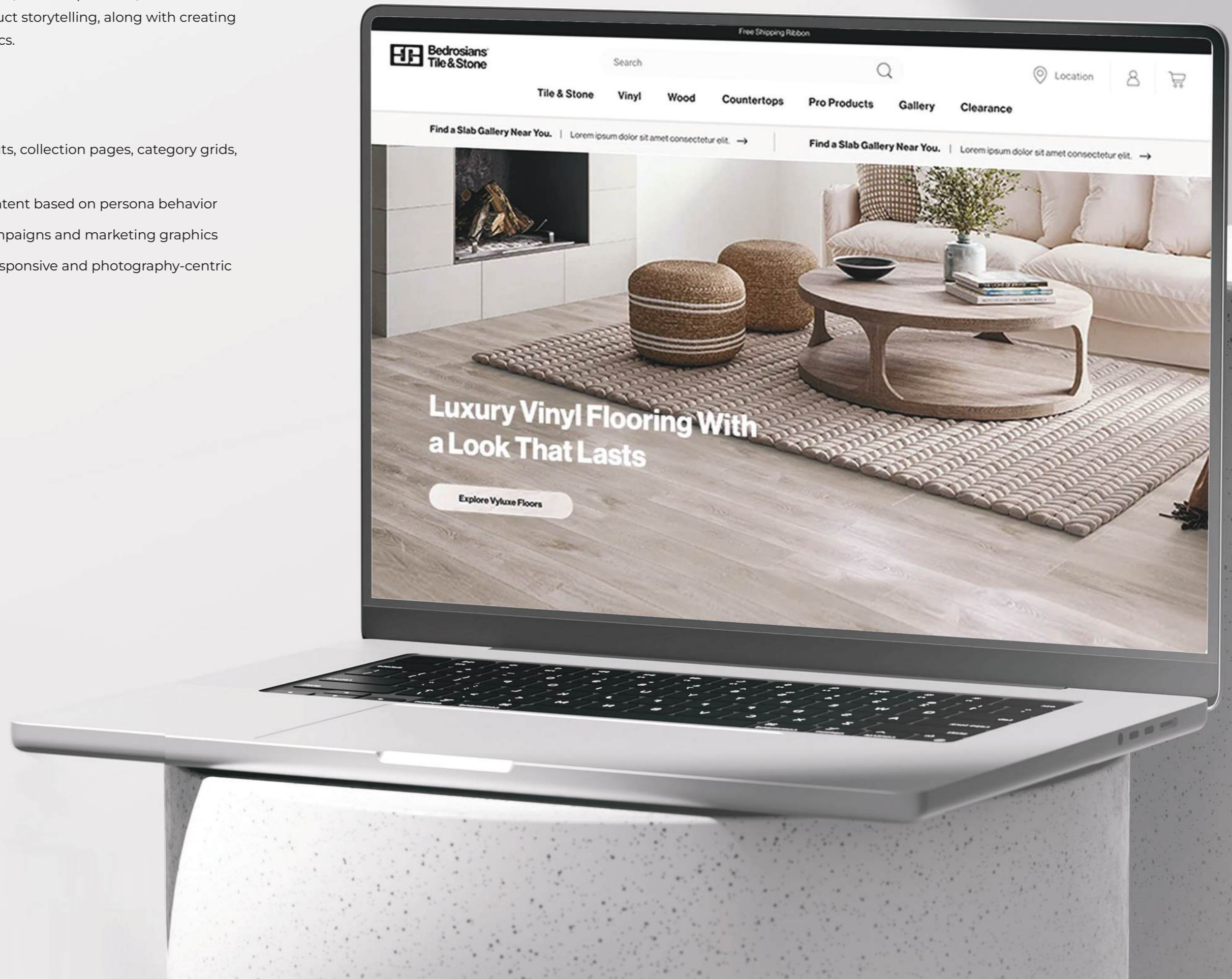
Studied graphic design, branding, advertising, typography, digital media, user empathy, and design software tools.

Bedrosians Tile & Stone – Website & Social

Worked with Bedrosians' UX team to design the website's UI, while also helping define user personas, content priorities, and the visual impact needed for strong product storytelling, along with creating supporting social media graphics.

Key responsibilities included:

- Designed homepage layouts, collection pages, category grids, and mobile variations
- Helped identify priority content based on persona behavior
- Designed social media campaigns and marketing graphics
- Ensured all layouts were responsive and photography-centric



Overview

Bedrosians Tile & Stone is one of the leading tile and stone distributors in the United States, offering premium materials used in residential, commercial, and architectural projects. The brand needed a refreshed digital presence that balanced visual beauty, product clarity, and intuitive navigation across its e-commerce platform, mobile experience, and social media content.

The Challenge

- Bedrosians' existing digital presence needed to better communicate two essential brand pillars:
 - Showcase stunning stone, tile, and slab materials with emotional appeal and strong photography.
 - Help designers, homeowners, builders, and contractors quickly find specs, categories, and relevant product details.
- The challenge was to merge these into a single, cohesive design system capable of supporting:
 - Highly visual product storytelling
 - Clear e-commerce navigation
 - Strong mobile responsiveness
 - Consistent branding across social media

Project Goals

- Business Goals:
 - Strengthen the visual consistency of the brand across platforms
 - Increase user engagement and product discovery
 - Elevate the digital presence to reflect the premium nature of the products
- User Goals:
 - Facilitate quick navigation to relevant tiles, stones, and slab product lines
 - Provide intuitive access to product details, finishes, sizes, and application photos
 - Deliver a visually inspiring experience for designers and homeowners
- Design Goals:
 - Develop a clean, photography-driven layout
 - Use grid systems to support clarity and easy scanning
 - Balance information density with luxury aesthetics
 - Create cohesive visual language for website + social platforms



Search



Location



Tile & Stone

Vinyl

Wood

Countertops

Pro Products

Gallery

Clearance

The World of Rothko

Playful Patterns, Modern Magic

Shop Now

Photo Features:

Wall: Galbo 2 122x122" Porcelain Field Tile - Matten White
Countertop: Macchiato 60" x 126" Porcelain Slab - Hoeslin/Antracite/Neto
Floor: Rothko 9x9" Ceramic Field Tile - Matten Backlund White



Shop by Category



Best Sellers



Shower Tiles



Slabs



Mosaics



Floor Tiles



Subway Tiles



Backsplash Tiles



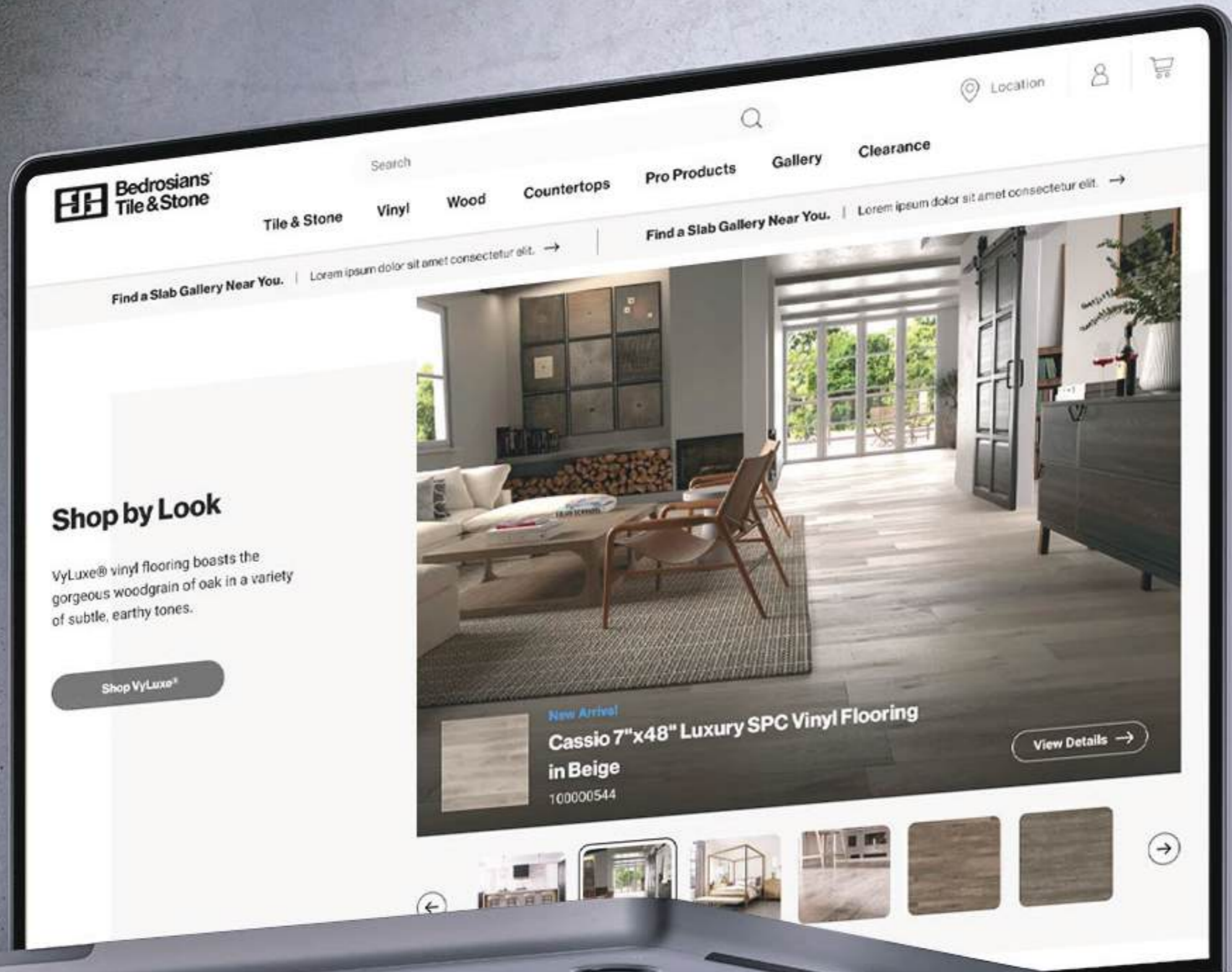
Engineered Hardwood

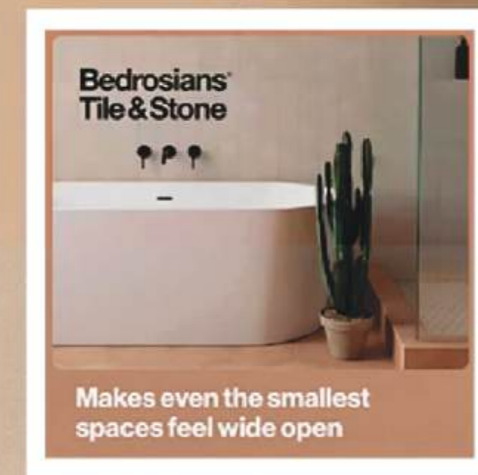
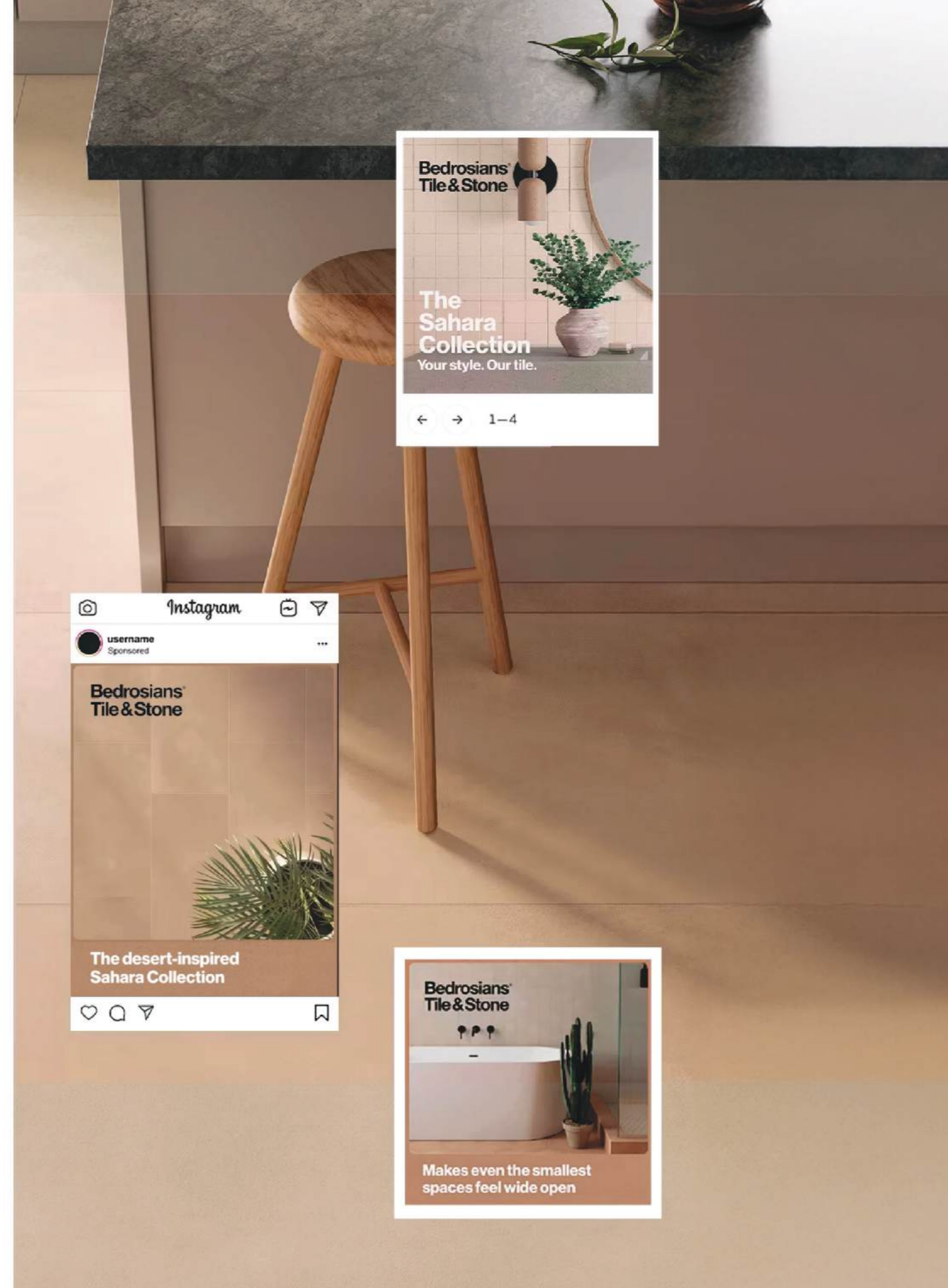
9:41



Design Thinking & Process

- Discover
Discovery phase included:
 - Audit of Bedrosians' existing online experience
 - Review of analytics and persona information
 - Analysis of competitor brands in the tile/stone market
 - Identification of critical user expectations: clarity, inspiration, simplicity
 - Study of high-quality interior photography from the brand
- Define
We distilled the core design needs into:
 - Clarity: Product categories and specs must be easy to navigate
 - Aesthetic Quality: Materials should be showcased in a premium, editorial manner
 - Hierarchy: The layout must guide users from inspiration → details → purchase
 - Flexibility: The system must support different product types and seasonal collections
- Ideate
Multiple visual approaches were explored to determine how best to balance:
 - strong photography
 - light minimal layouts
 - brand consistency
 - product categorization
 - scannable grids
- Test
The designs were reviewed together with the UX team and stakeholders:
 - Adjusted photography cropping to better highlight textures
 - Refined spacing and composition for premium tone
 - Improved visibility of CTAs and navigation elements
 - Balanced aesthetic with usability
- Deliver
Final deliverables covered:
 - Website homepage concepts (multiple variations)
 - Category structures and product-first UI components
 - Responsive layouts for desktop, tablet, and mobile
 - Social media templates for campaigns and product highlights
 - Design system covering typography, color usage, photography guidelines and spacing + grid rules



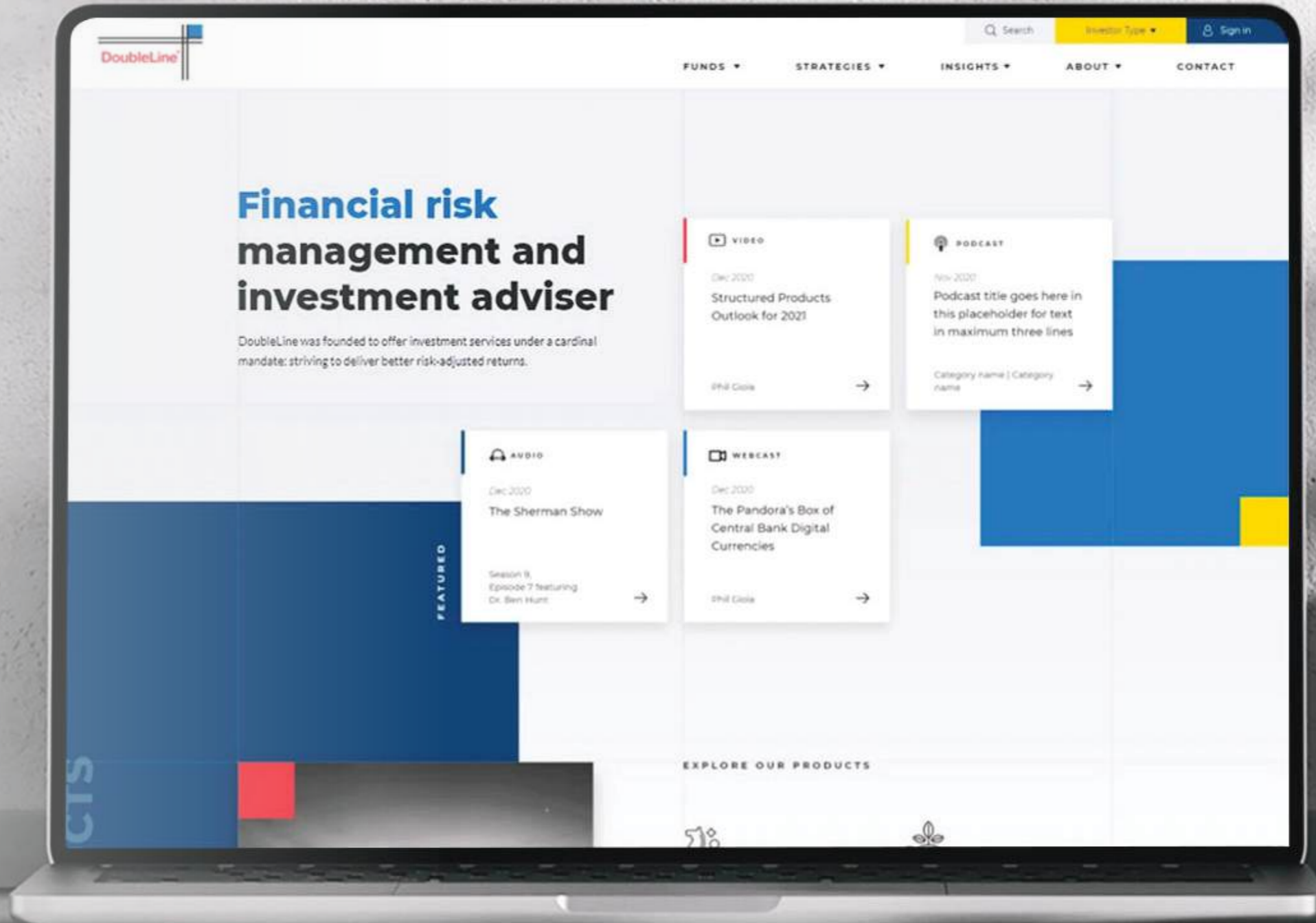


DoubleLine - Finance Website

DoubleLine, a leading company in the financial sector, sought to update its digital presence to better reflect its market authority and improve its users' experience. I was responsible for the exploratory design and final UI, also collaborating on the UX phase and the strategic definition of the new visual concept.

Key responsibilities:

- Led the art direction and visual exploration
- Developed a scalable design system rooted in the brand's geometry
- Design the homepage, interior pages and mobile experience

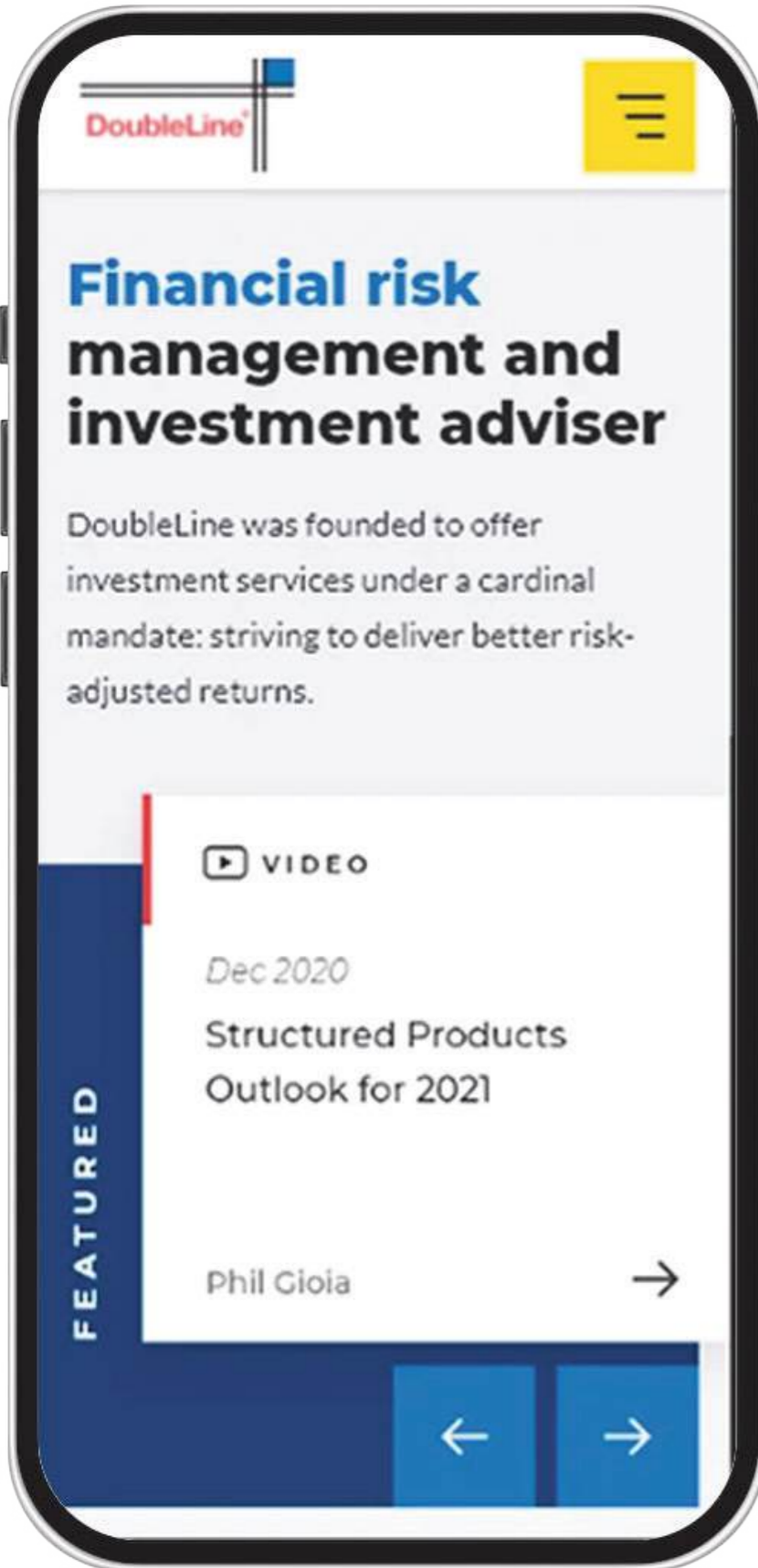


The Challenge

- The previous website didn't reflect the credibility or sophistication expected from a top-tier financial firm. Key issues included:
 - Outdated visual design, disconnected from the brand identity
 - Weak hierarchy and limited structure for dense content
 - Poor mobile experience
 - Rigid, static layout
 - "Insights" page difficult to browse
 - Inconsistent use of color and graphic elements
- **The challenge:** create a modern, clear and trustworthy experience aligned with the premium nature of the DoubleLine brand.

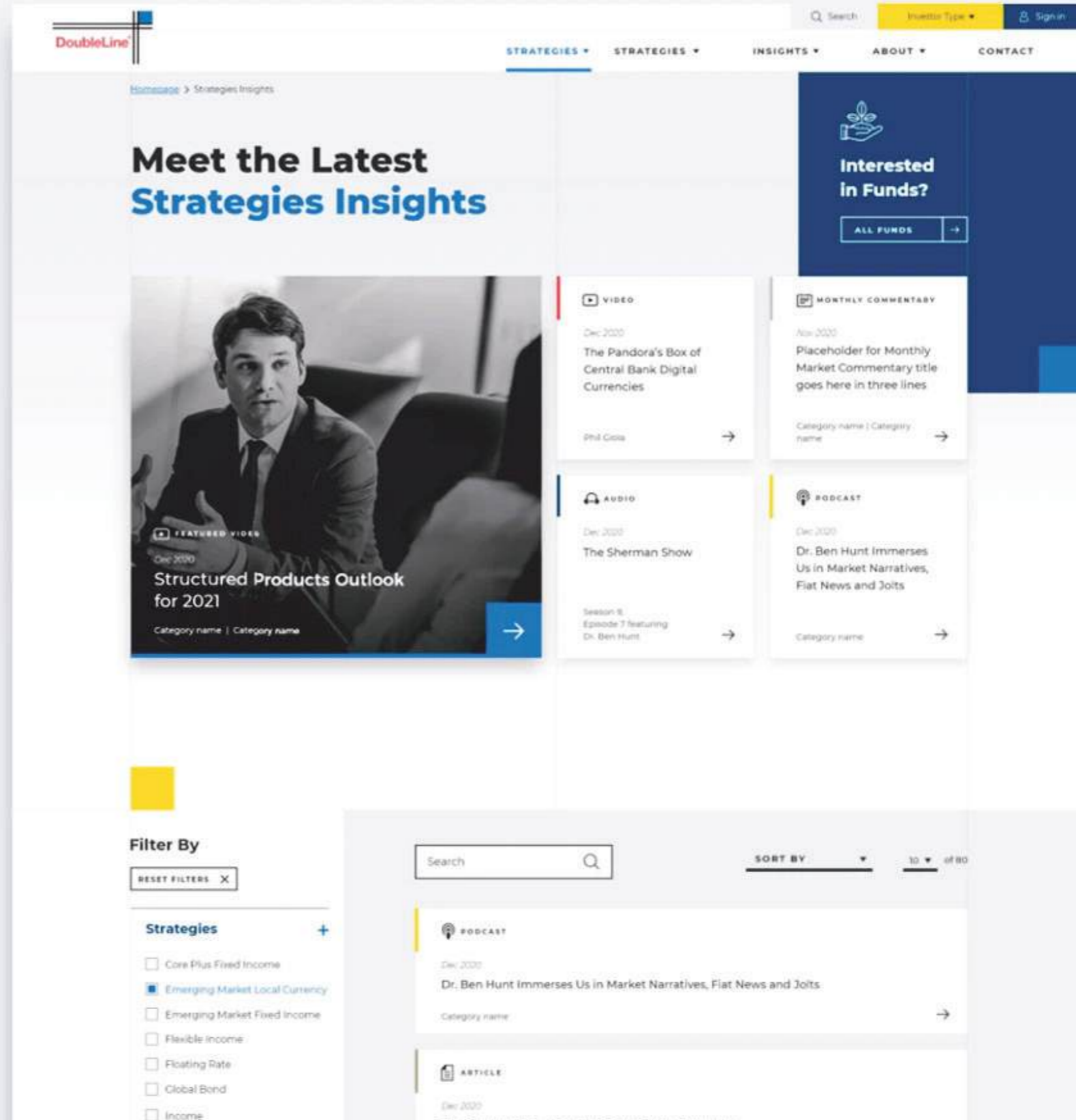
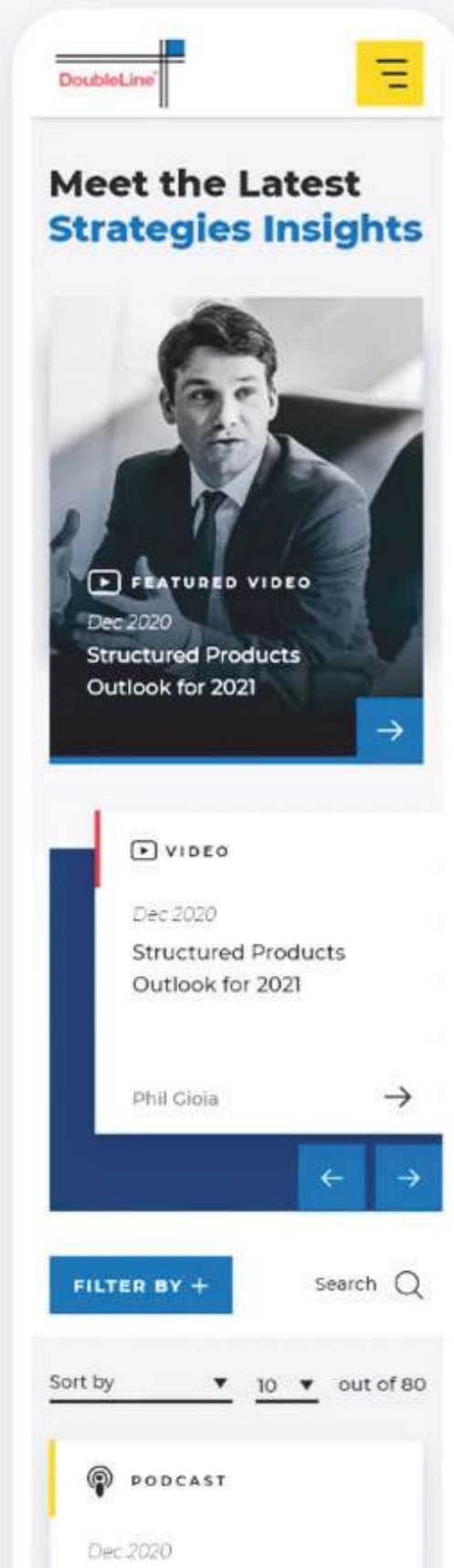
Project Goals

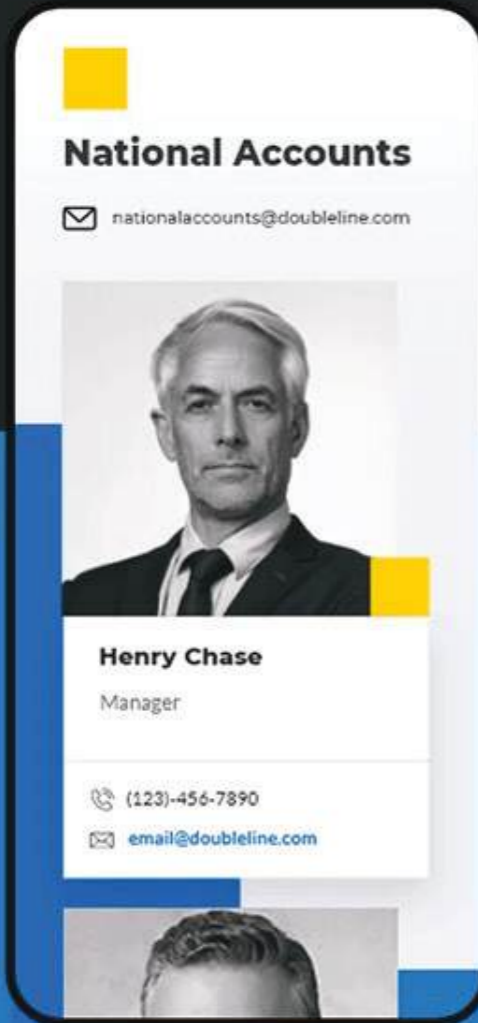
- Business Goals:
 - Strengthen brand authority and credibility
 - Communicate trust, expertise and stability
 - Elevate the digital presence to a premium level
- User Goals:
 - Improve navigation clarity and content discoverability
 - Increase readability and reduce visual noise
 - Make important information easier and faster to find
- Design Goals:
 - Reinterpret the brand's core visual DNA (inspired by Piet Mondrian)
 - Build a cohesive system: strong geometry, lines, squares, blue as primary color
 - Deliver a modern and energetic aesthetic without losing seriousness
 - Explore two distinct concepts for client validation




Design Thinking & Process

- **Discover** Discovery phase included:
 - Audit of the existing website and user pain points
 - Analysis of device usage
 - Competitive analysis of financial sector websites
 - Review of brand identity and visual assets
 - Brand inspiration: DoubleLine's logo is based on Piet Mondrian (geometry, lines, abstraction)
- **Define** Key needs identified:
 - Stronger hierarchy and content structure
 - A flexible layout suitable for text-heavy Insights content
 - Visual language directly derived from the brand
 - A balance between modernity and high-end institutional tone
- **Ideate** Several visual experimentations were explored, guided by DoubleLine's brand identity and inspired by the geometric language of Piet Mondrian. The explorations focused on balancing clarity and sophistication through structured grids, clean typography, deliberate use of color, and geometry. Across these iterations, the goal was to create a modern, trustworthy and content-focused visual direction that elevated the digital presence while remaining flexible for future growth.
- **Test** Internal reviews with UX, PM, and stakeholders
 - Adjustments made to the balance of lines, spacing and proportions
 - Simplification of visual elements
 - Refinements to keep the brand DNA strong but not overwhelming
- **Deliver** Final deliverables covered:
 - Homepage
 - Interior page redesign
 - Mobile experience
 - Design system
 - Guidelines for transitions, interactions, and future scalability






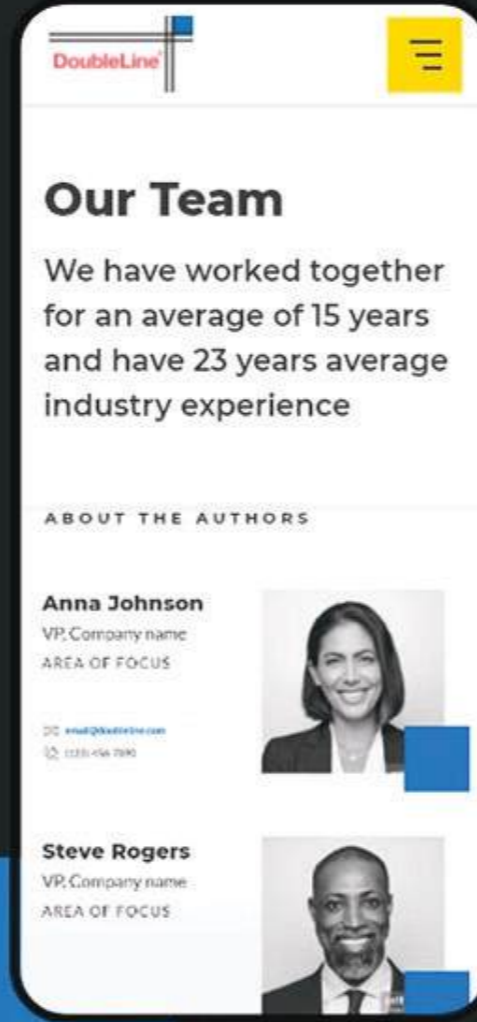
National Accounts
nationalaccounts@doubleline.com



Henry Chase
Manager
(123)-456-7890
email@doubleline.com




Rafer Kingson CFA
Senior Manager




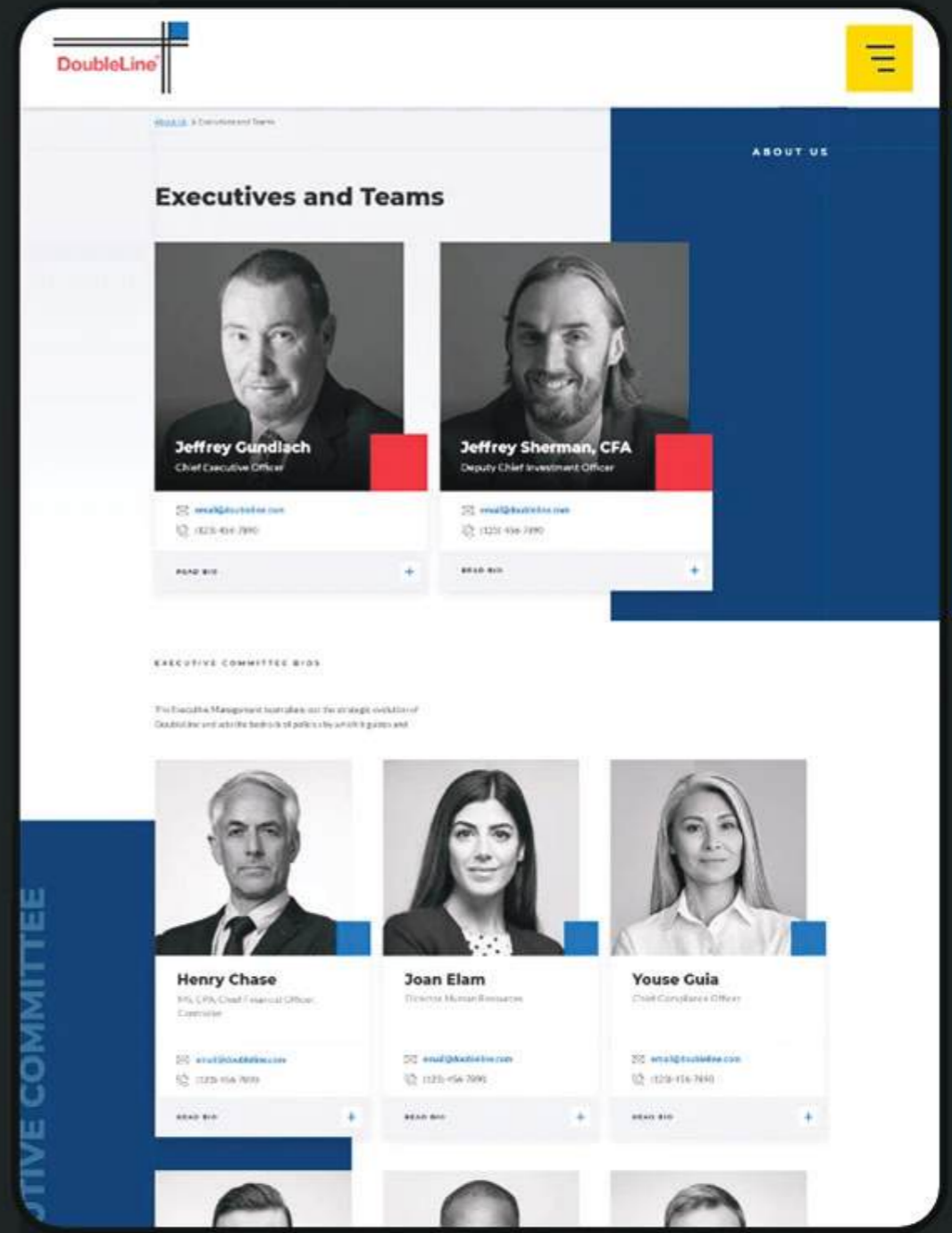
Our Team
We have worked together for an average of 15 years and have 23 years average industry experience

ABOUT THE AUTHORS

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(123)-456-7890



Steve Rogers
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(123)-456-7890

Jeffrey Sherman, CFA
Deputy Chief Investment Officer
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EXECUTIVE COMMITTEE BIOS

The Executive Management team takes on the strategic direction of DoubleLine and sets the backdrop of public policy, litigation and

Henry Chase
SVP, CPA, Chief Financial Officer, Corporate
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Joan Elam
Director Human Resources
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Youse Guia
Chief Compliance Officer
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EXECUTIVE COMMITTEE

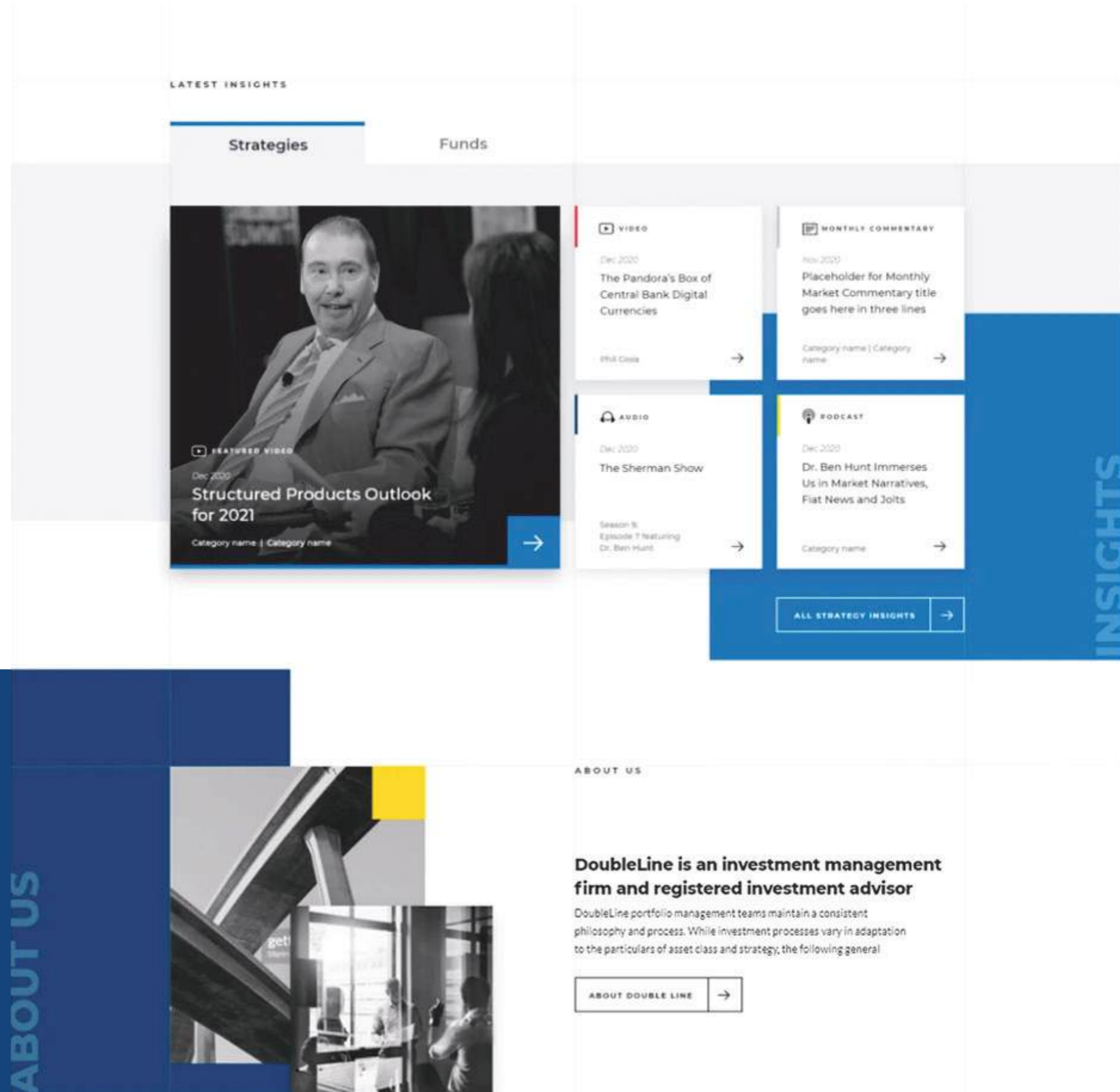
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jeff@doubleline.com
(123)-456-7890

Cody Moore
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(123)-456-7890

Michael Woodell
SVP, Chief Operating Officer
jeff@doubleline.com
(123)-456-7890

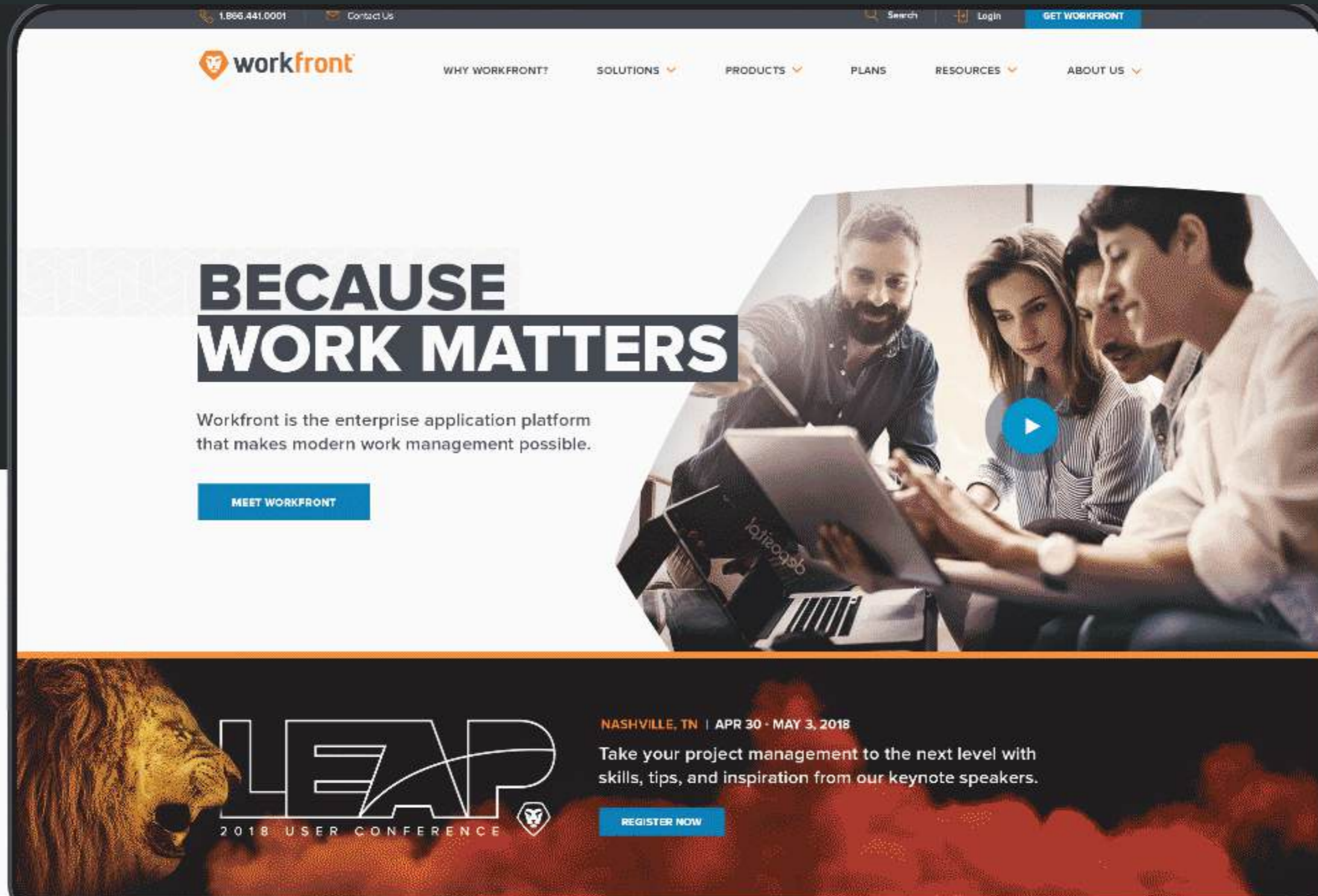
Impact: the redesign delivered:

- A much more modern and premium visual identity
- A flexible structure for content-heavy pages
- Stronger clarity, hierarchy, and readability
- A responsive and consistent experience across devices
- A scalable design system rooted in the brand's geometry
- A digital presence worthy of a leading financial brand



Workfront – Website Design Ecosystem

Built a modular design system with flexible content blocks, selected warm, energetic imagery, and established a clear hierarchy through consistent typography.



1.888.441.0001 Contact Us Search Login GET WORKFRONT

workfront WHY WORKFRONT? SOLUTIONS PRODUCTS PLANS RESOURCES ABOUT US

PRODUCTS

WORKFRONT IS MODERN WORK MANAGEMENT FOR THE ENTERPRISE

Your work matters. In the digital enterprise, let Workfront help your people focus on the right work, produce their best work, and deliver that work faster.

CONTACT US




KEEP REACHING FURTHER

workfront

WORKFRONT
Workfront's platform combines project management, intelligent work automation, and in-context collaboration to empower your organization to do great work faster.
Ease the pain of disconnected work.

LEARN MORE



workfront

Fusion
Lorem ipsum dolor sit amet, consectetur adipiscing elit, Aenean euismod.



LEARN MORE

DAM
Makes it simple to manage and connect your brand, files, and teams from one central location.



LEARN MORE


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workfront WHY WORKFRONT? SOLUTIONS PRODUCTS PLANS RESOURCES ABOUT US

RESOURCES | SUPPORT & TRAINING

WORKFRONT SUPPORT & TRAINING

The Workfront Customer Experience teams are centered on your success. From onboarding to optimization, you'll have access to experts who are committed to helping you get the most out of Workfront.



WORKFRONT SERVICES

Consulting
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Client Success Management
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LEARN MORE

The desktop version of the Workfront landing page features a clean, professional layout. At the top, the Workfront logo is on the left, and navigation icons for phone, login, and a menu are on the right. The main heading is "TRANSFORM YOUR WORK" in bold, orange and black text. Below this is the Workfront logo icon and the word "WORKFRONT" in large, bold, black letters. A short paragraph describes the platform's capabilities. A blue button labeled "EXPLORE WORKFRONT" is positioned below the text. At the bottom, there is a graphic showing a laptop, a smartphone, and various data charts and graphs.

The mobile version of the Workfront landing page is designed for a vertical screen. It features the Workfront logo and navigation icons at the top. The main heading is "BECAUSE WORK MATTERS" in large, bold, black letters. Below this is a short paragraph describing the platform. A blue button labeled "MEET WORKFRONT" is positioned below the text. The central image shows a group of people collaborating around a laptop, with a blue play button icon overlaid. At the bottom, there is a banner for the "LEAP 2018 USER CONFERENCE" with a lion's head on the right and the text "NASHVILLE, TN | APR 30 - MAY 3, 2018" below it.

The tablet version of the Workfront landing page is designed for a horizontal screen. It features the Workfront logo and navigation icons at the top. The main heading is "WHY WORKFRONT?" in bold, orange and black text. Below this is a short paragraph describing the platform. A blue button labeled "GET WORKFRONT" is positioned below the text. The central image shows a group of people collaborating around a laptop, with a blue play button icon overlaid.

1.866.441.0001 Contact Us

Search Login GET WORKFRONT



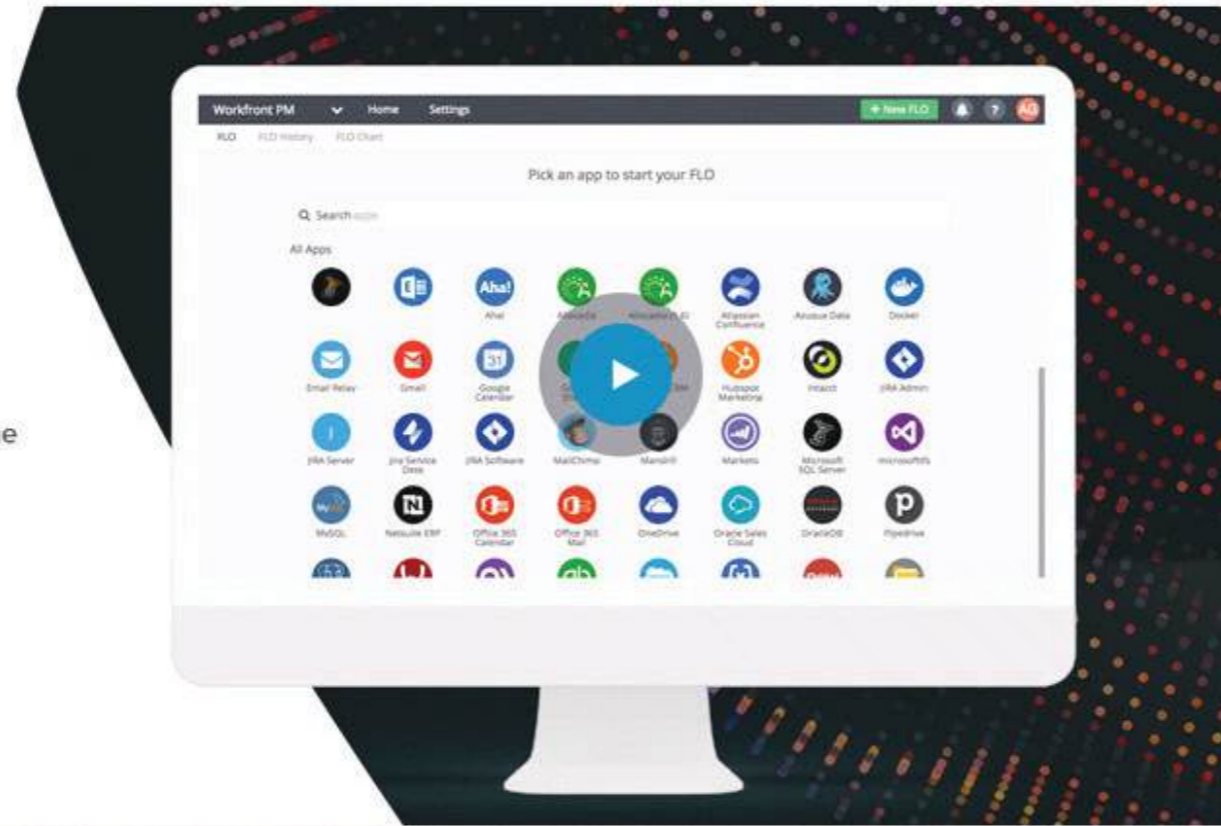
WHY WORKFRONT? SOLUTIONS PRODUCTS PLANS RESOURCES ABOUT US

/ PRODUCTS / WORKFRONT



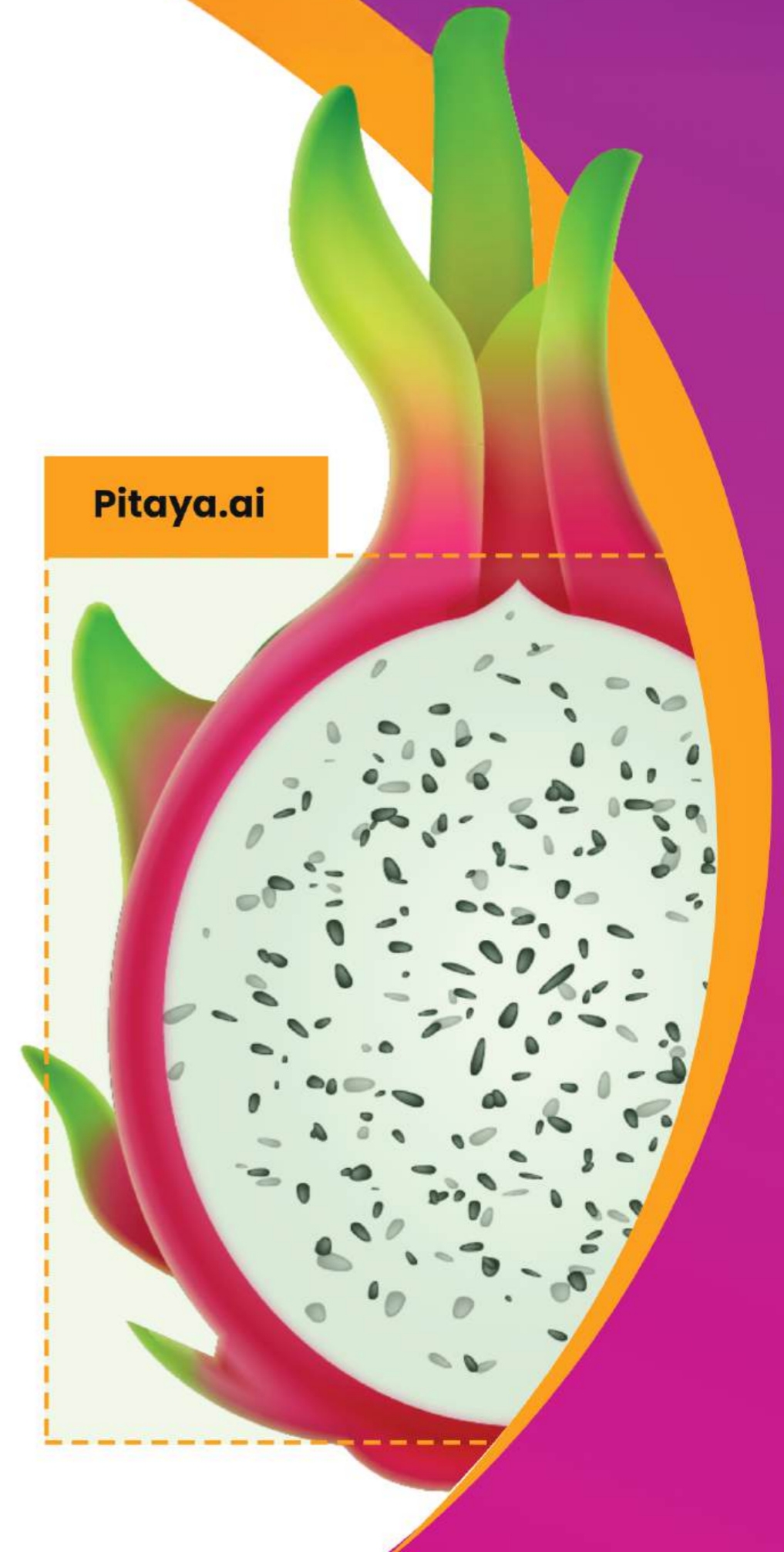
Adding to your tech stack shouldn't slow you down. With Workfront Fusion, you can seamlessly connect the Workfront platform to your other business-critical applications.

GET YOUR FREE DEMO




BRIDGE THE GAP BETWEEN YOUR TECH + YOUR BUSINESS

Workfront Fusion is a powerful integration platform that lets work flow freely across systems and teams. It increases your team's productivity and efficiency









My Tasks

Search 

New 12 Completed 28 Blocked 4

ALL IN-STORE EXECUTION PRICING & PROMOTIONS STORE OPS WORKFORCE SAFETY

	In-Store Execution Aisle 4 Cosmetics StoreXYZAB 123 Glen Ave	Nov 02 2023 6:29:37 PM	Score 500
	Pricing & Promotions Aisle 4 Cosmetics StoreXYZAB 123 Glen Ave	Nov 02 2023 6:29:37 PM	Score 500
	Workforce Aisle 4 Cosmetics StoreXYZAB 123 Glen Ave	Nov 02 2023 6:29:37 PM	Score 500
	Safety Aisle 4 Cosmetics StoreXYZAB 123 Glen Ave	Nov 02 2023 6:29:37 PM	Score 500
	Pricing & Promotions Aisle 4 Cosmetics StoreXYZAB 123 Glen Ave	Nov 02 2023 6:29:37 PM	Score 500
	Safety Aisle 4 Cosmetics StoreXYZAB 123 Glen Ave	Nov 02 2023 6:29:37 PM	Score 500

Store Operations | Customer Service


Aisle 4 Cosmetics
StoreXYZAB, 123 Glen Ave | Nov 02, 2023 6:29:37 PM

Incident Status **New** Completed Blocked

Score 500

Dwell from 04:22:28 to 04:26:32

CID-110220220001



Tag Incident **Tag** Tag Tag Tag



Features ▾

Pitaya's Business Impact ▾

Pricing

Resources



LOG IN

GET STARTED →

GenAI-powered Retail Intelligence Platform

Pitaya is a tailored flexible expandable platform for faster ROI realization and workforce optimization.

Powered by



The dashboard features several key components:

- Loitering Alerts:** A card showing 51 alerts with a 5/41s ratio and a donut chart for 'Cases Created' with segments of 9, 15, and 21.
- Customer Footfall:** A card displaying 75 and 1,204.
- Shrink, Pricing & Promotions, Workforce, Safety:** A vertical menu of four categories, each with a corresponding icon and a progress bar.
- Live Computer Vision Interpretation:** A central video player showing a top-down view of a shopping cart. A yellow box highlights a 'store product' being held by a customer. The video has a timestamp of 28:11:30:56 ACC.
- Asset Protection Alerts:** A card showing 38 alerts with a 5/41s ratio and a gauge chart.
- Customer Assistance:** A card showing 12 alerts with a 5/41s ratio, a bar chart with values 72, 55, 48, 37, 29, 43, 60, 75, and a list of three items.

At the bottom center, there is a prominent orange button labeled "REQUEST A DEMO →".

What to expect when you
**Power Up Your Store
With Pitaya.ai**

70% shrink
reduction

Pitaya.ai has been proven to reduce shrink & revenue losses by as much as 70%!

\$1k month (or less)

Enjoy competitive OPEX with diminishing marginal cost as scaling up to more locations.

*Estimates referenced are for info comparison purposes only and may be subject to change.

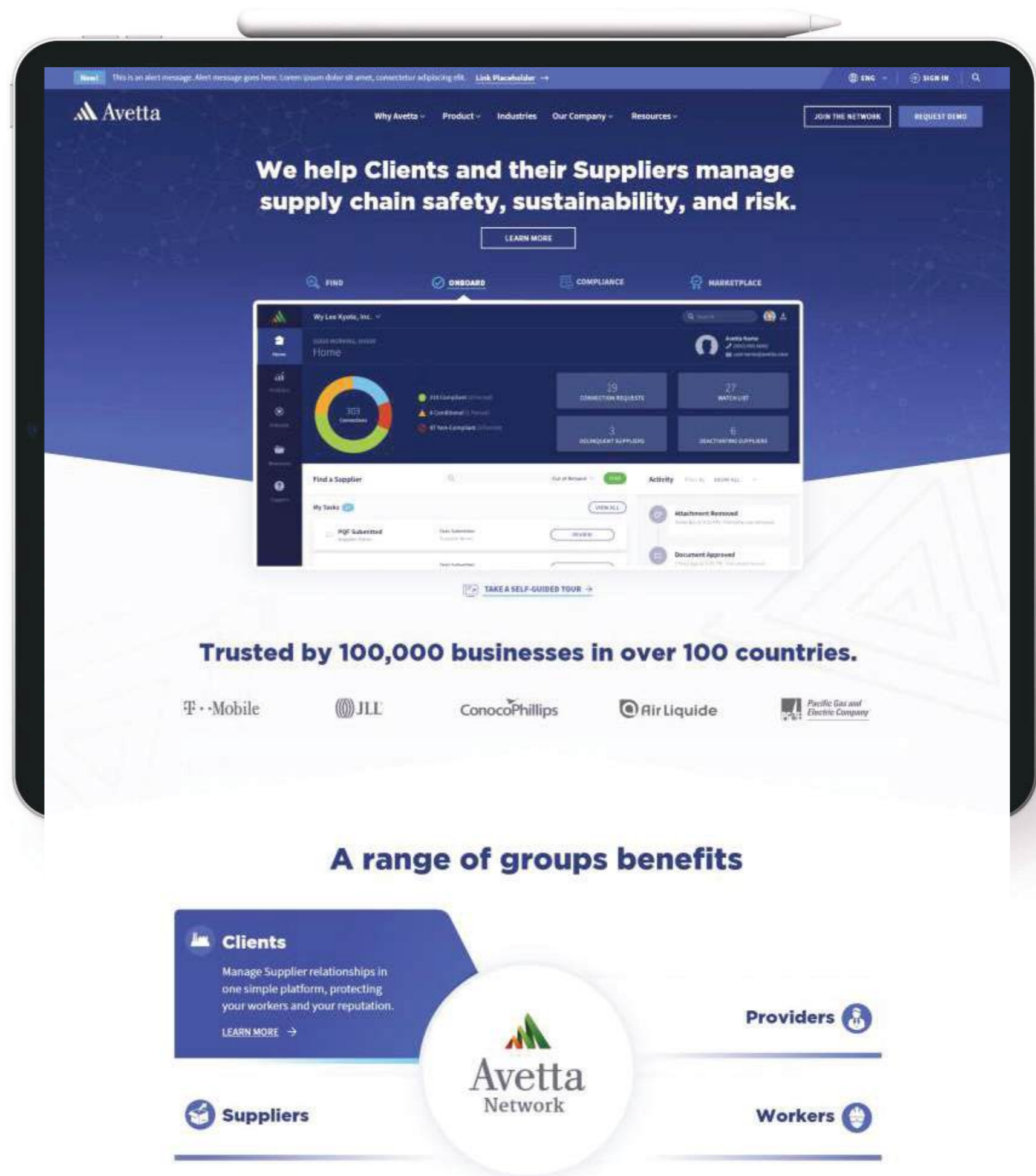
10 weeks to ROI!?

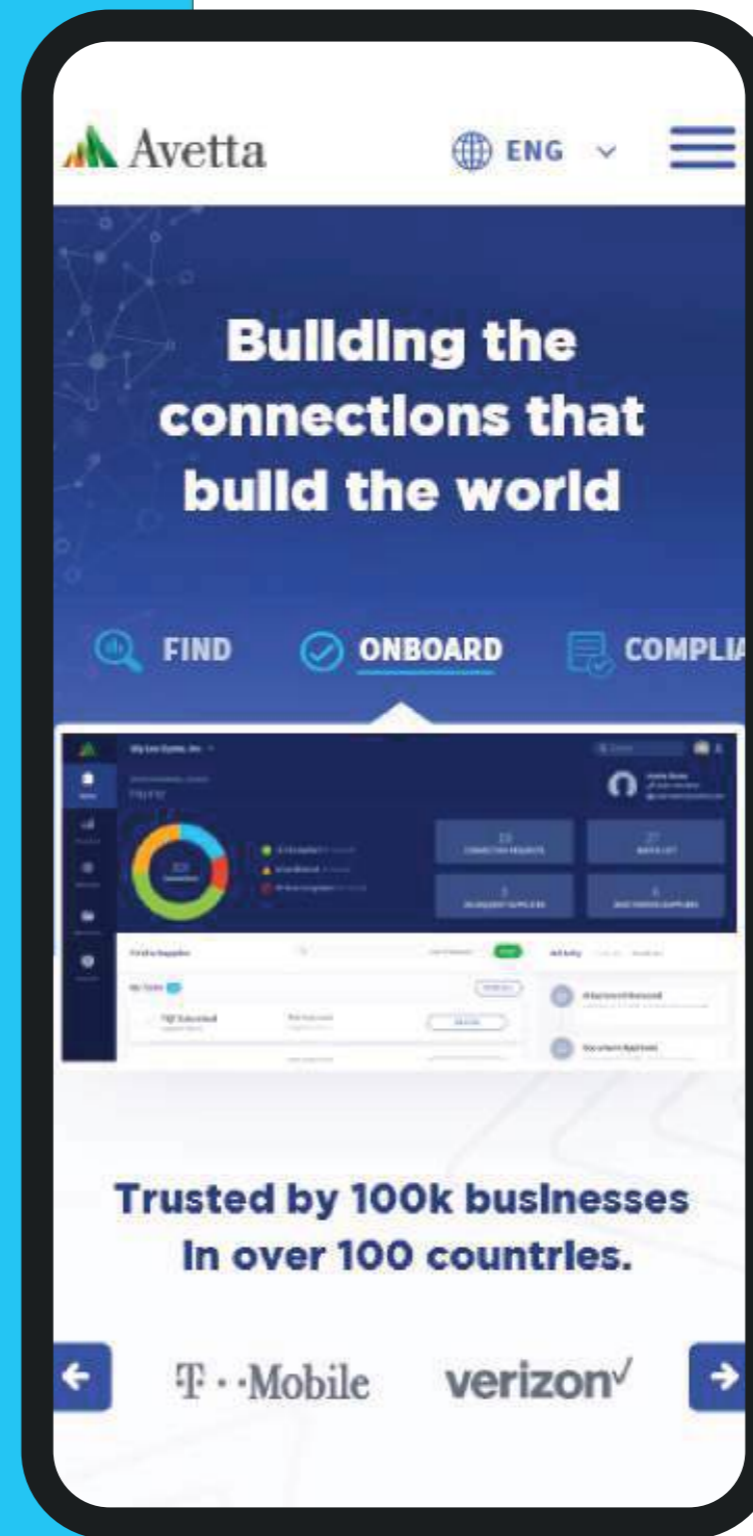
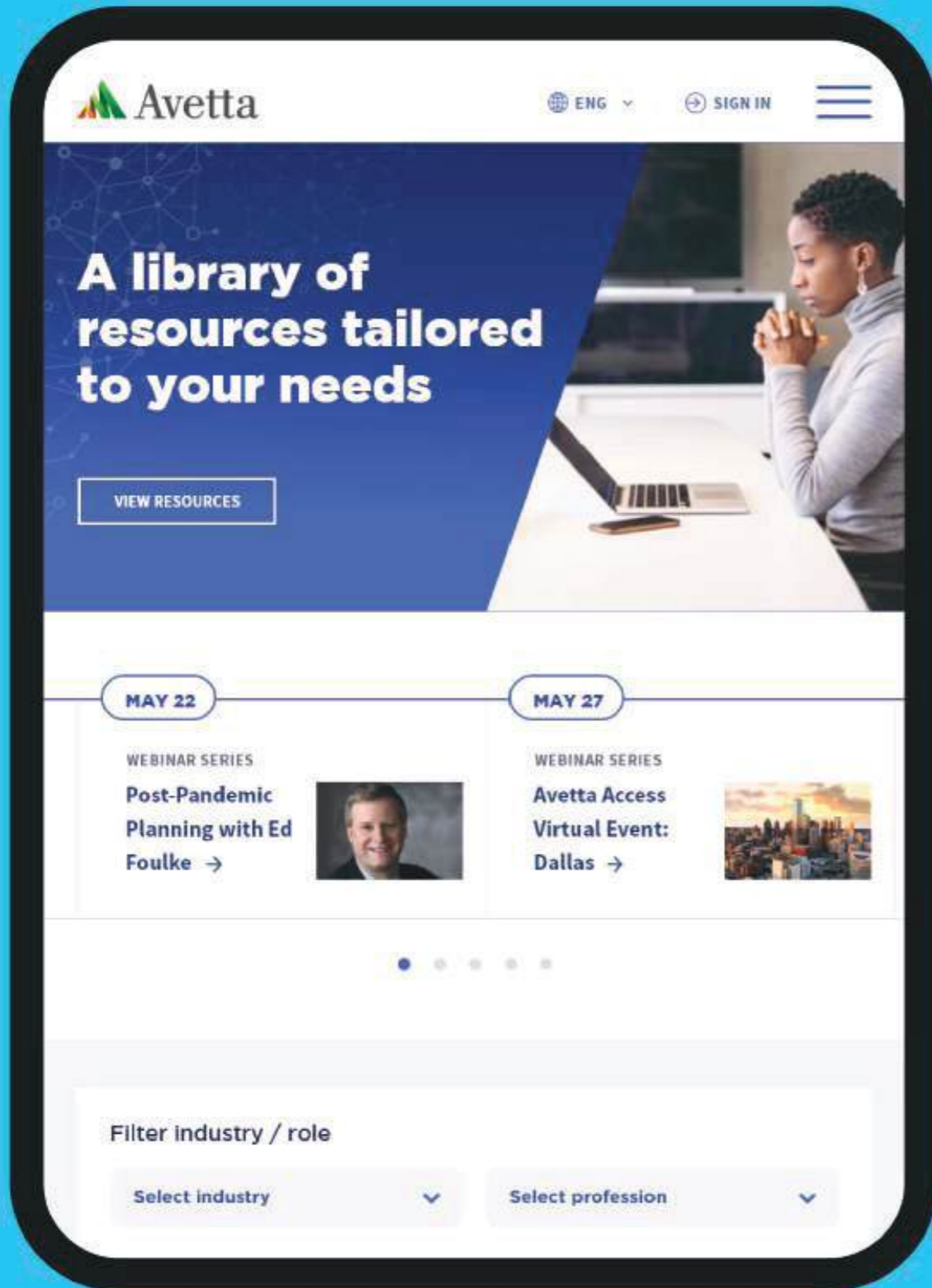
Achieve ROI realization after only a 10-week pilot. You'll be set up to accelerate and scale in no time.

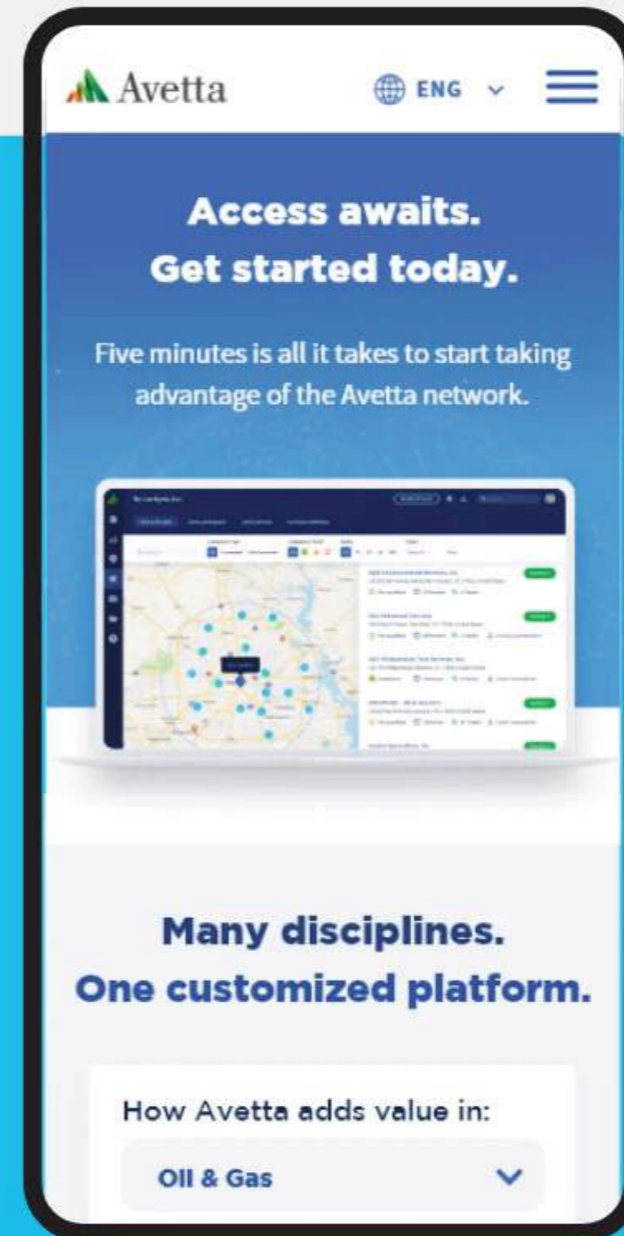
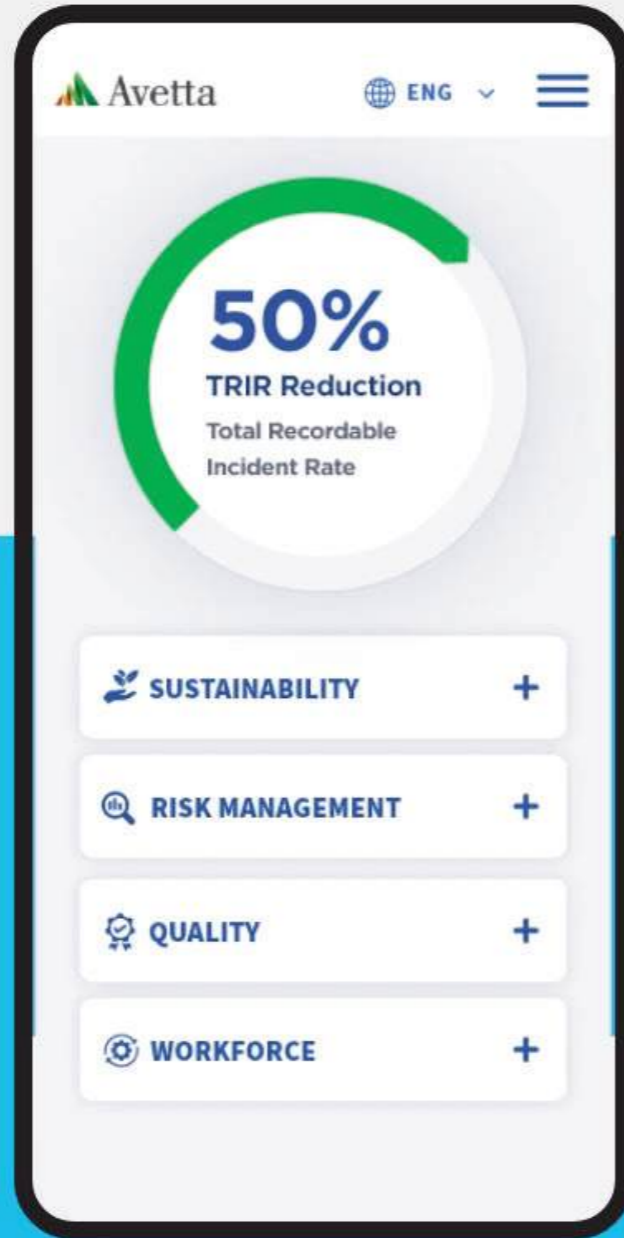


Avetta – Corporate Website Redesign

Art direction, UX/UI mockups, visual system for multi-lingual site, interactive elements, animations, and product demo videos. Implemented a flexible visual system aligned with brand guidelines, crafted interactive demos and infographics, and designed an interface that prioritizes self-guided exploration through videos, tours, and proof points.







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Our Locations



BY REGION


North America ▾

- Utah, USA (HQ)**
585 Timpanogos Pkwy, Building G
Drum, UT 84007
T: 1 800 506 7427
- California, USA**
1761 Cowan, Suite 150
Irvine, CA 92614
T: 1 949 522 5988
- Texas, USA**
1761 Cowan, Suite 150
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HAVE QUESTIONS OR NEED SUPPORT? [CALL US - 1 800 506 7427](#) [VISIT OUR HELP CENTER](#) [FIND EVENTS NEARBY](#)

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Get up and running on the Avetta Network.

MEET OUR LEADERS →
Connect with Avetta leadership.



Sabre

“
With the (Avetta) system we were able to triple the number of suppliers we had previously in a much more efficient manner.”

Stephanie Brewer, Compliance Coordinator

[PLAY VIDEO](#)

Avetta Events

Optional featured event banner name goes here in this place

Event description / registration goes here. Proin tempor elit dolor, vitae cursus quam lacinia sed, vitae cursus quam lacinia sed, vitae cursus quam lacinia sed.

[REGISTER NOW](#)

Upcoming Events

<p>JAN 20 - FEB 04</p> <p>EVENT TYPE</p> <p>Understanding the Role of Leading Lagging Indicators in OHS Performance Management</p> <p>REGISTER NOW</p>	<p>FEB 02, 2021</p> <p>VENUE</p> <p>API Pipeline SMS Assessments: Perspectives from an Assessor and an Operator</p> <p>SEE MORE</p>	<p>JUN 28 - JUN 27</p> <p>VENUE</p> <p>CHS Management Institute</p> <p>REGISTER NOW</p>
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Filter All Events By Region By Event Type

25000 Results Sort by

<p>JAN 20 - FEB 04</p> <p>VENUE</p> <p>Only visible to registered Avetta Clients. Name of the Event goes here on this place</p> <p>SEE MORE</p>	<p>FEB 04, 2021</p> <p>VENUE</p> <p>Name of the Event goes here on this place proin tempor elit dolor, vitae cursus quam lacinia sed.</p> <p>SEE MORE</p>	<p>FEB 04, 2021</p> <p>VENUE</p> <p>Name of the Event goes here on this place proin tempor elit dolor, vitae cursus quam lacinia sed.</p> <p>SEE MORE</p>
<p>MAR 22, 2021</p> <p>VENUE</p> <p>Name of the Event goes here on this place proin tempor elit dolor, vitae cursus quam lacinia sed.</p> <p>REGISTER NOW</p>	<p>FEB 04, 2021</p> <p>VENUE</p> <p>Name of the Event goes here on this place proin tempor elit dolor, vitae cursus quam lacinia sed.</p> <p>SEE MORE</p>	<p>JAN 20 - FEB 04</p> <p>VENUE</p> <p>Name of the Event goes here on this place proin tempor elit dolor, vitae cursus quam lacinia sed.</p> <p>SEE MORE</p>

Avetta Suppliers. Deeply connected. Highly rewarded.

Your Avetta membership is proof of sound practices, your access point to our network of global enterprises, and your ticket to real business savings.

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- Strengthen business practices
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With Avetta Marketplace, suppliers save as much as \$10,000 on insurance alone.

90% Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tempor elit dolor, vitae cursus quam lacinia sed.

Interested in becoming a supplier? [Learn more](#)

Case Study

Vertical Limit Construction Accelerates Search and Selection Process for Qualified Contractors

Founded in 2012 and based in Wisconsin, Vertical Limit provides comprehensive services for all towns located across the U.S., including search and selection.

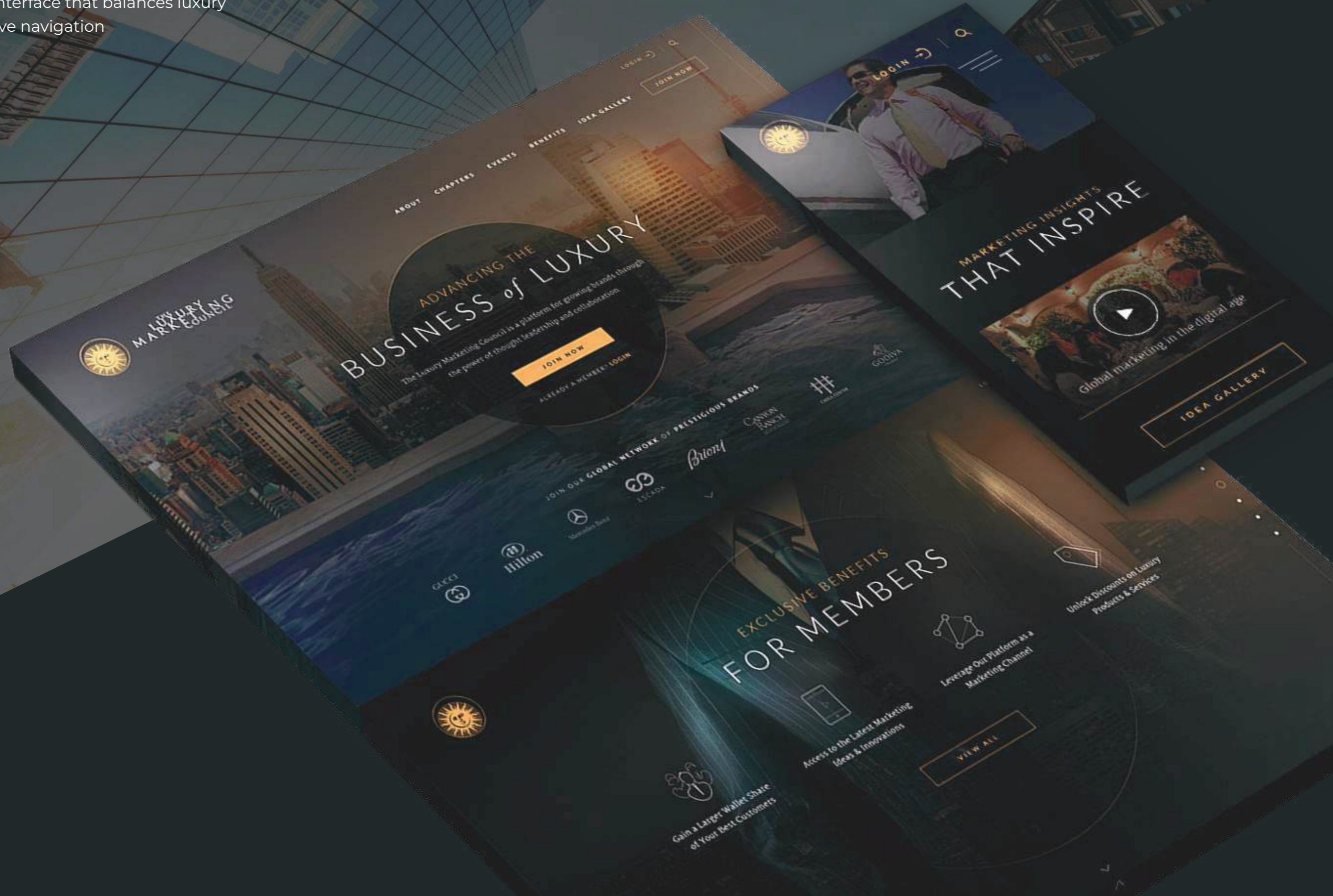
[DOWNLOAD CASE STUDY](#)

“ We have always used cutting-edge technology to help us remain creative and efficient in all areas of business. In that respect, Avetta's vendor prequalification solution immediately fits the bill. **”**

Eric Adkins, COO, Vertical Limit

Luxury Marketing Council – Website Redesign

Crafted an elegant, immersive dark theme complemented by bold, high-quality visuals to reflect the brand's signature style. Designed deep-scroll layouts for smooth content flow and integrated subtle animations to add refinement and interactivity. Delivered a user-friendly, conversion-oriented interface that balances luxury aesthetics with intuitive navigation.





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ADVANCING THE BUSINESS *of* LUXURY

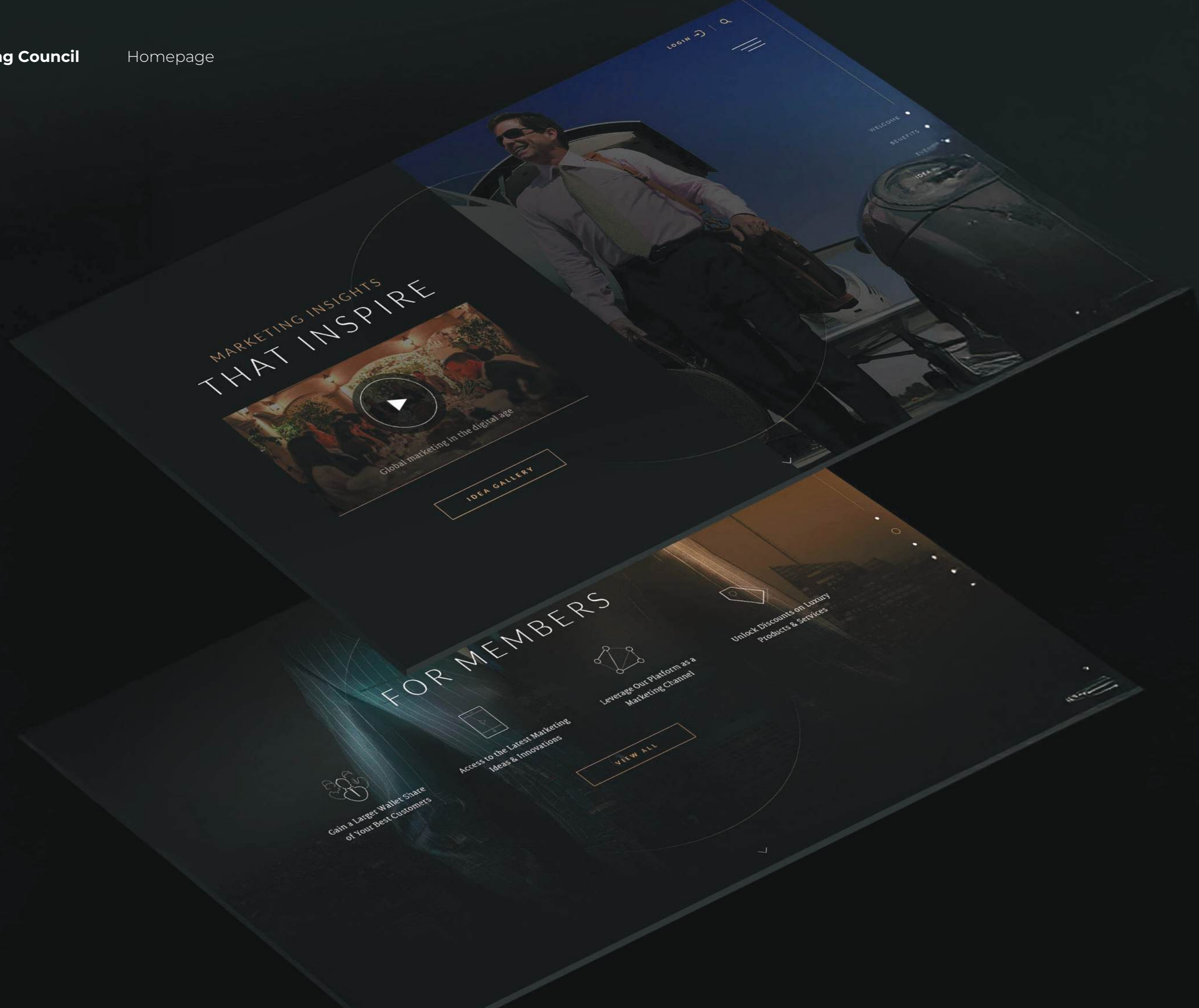
The Luxury Marketing Council is a platform for growing brands through the power of thought leadership and collaboration.

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