

An experienced digital product designer and design leader helping early-stage startups and industry-leading brands shaping products and new businesses for over 10 years. With my strategic thinking I turn complex problems into unique and meaningful solutions.

## EXPERIENCE

### BCGDV SENIOR PRODUCT DESIGNER

2016-17

Designed innovative experiences and concepts for industry leading brands. From innovation to incubation projects, I have participated in product definition and ideation workshops with clients, prototyped at different stages of product lifecycle, designed concepts but also did reactive design to data and research in a fast paced environment taking MVPs from ideation to production in just 10 days. For some projects I've ensured design systems and UI libraries were in place to keep consistency but also support the work speed enabling us to prototype high fidelity in a matter of few hours.

### CROWDMIX SENIOR PRODUCT DESIGNER

2015-16

I have led design in crossfunctional teams and implemented workflows and processes to ensure consistency, quality and speed. From functional to conceptual design, I participated in early concept workshops, user testing and developed a unified design system with component libraries as well as developing a brand for a very specific target audience.

### ZAPP MOBILE PAYMENTS LEAD UI/UX DESIGNER

2015

Zapp has given me a wealth of experience and knowledge of electronic payments and knowledge of the UK payment systems and infrastructures. Worked across two development workstreams: Mapped out the flows and journeys for the UX guidelines to ensure consistency when integrated by the third parties. Wireframed, prototyped and designed the banking mobile app which would be the first living place of Zapp's mobile payments solution as well as other mobile apps.

### DARE SENIOR EXPERIENCE PLANNER

DEC 2014 TO JAN 2015

Sole responsible for the experience planning of an upcoming EE online tool, defining user journeys, coming up with the final customer experience, creating wireframes and documentation.

### PINGTUNE LEAD PRODUCT DESIGNER

2013-14

Working close to the CEO and CTO in an agile environment assuring consistency and quality of design output and assuring the design team worked aligned with the business goals and the underlying metrics driving it. Responsible for the look and feel of Pingtune from day one. Working on all product design stages from product strategy and roadmap definition through user research, wireframing and prototyping, planning and conducting user testing sessions, defining user flows and information architecture to interface and interaction design.

### TOP10.COM LEAD UI/UX DESIGNER

2012-13

Lead designer on two early stage products: a collection of everyone's top10 of everything from music to books or trips and a hotel comparison engine giving users the best top 10 hotels in every city. Designed seamless and simple experiences, optimising Top10 to work responsively cross device.

## SKILLS



UX Design



UI Design



Interaction / Motion



Data driven Design



Innovative Thinking



Information Architecture

### SEEGNO VISUAL DESIGNER

2011-12

Designed solid and clean user experiences for industry leading brands and startups around the world (Vodafone, Toyota, VRI Direct, General Assembly) Quickly became responsible for leading the design of various projects.

### IEETA UI/UX DESIGNER & DEVELOPER

2010-11

I was fully responsible for the design and development of all websites for IEETA's Biomedical products. Alongside design work, I've worked as a developer using HTML, CSS and PHP amongst other languages.

### FREELANCE DESIGNER

2005-PRESENT

Being a self taught designer I have started freelancing back in 2005. Designed and built the first official websites for football players Pepe and Anderson amongst others.

## EDUCATION

### WEB DEVELOPMENT (BSc)

Copenhagen Business Academy, Denmark, 2010

Course consisted in understanding the development of web technologies in a wide range of applications and focused on usability principles, interface design, HCI, information architecture and visualization of complex data, product strategy and project management.

### NEW MEDIA COMMUNICATIONS (BSc)

University of Aveiro, Portugal, 2006-10

A multidisciplinary degree focused on front-end & back-end dev, video production, interface and motion design, usability and project management. Used various user testing techniques which drove my passion to better understand how people interact with devices.