

## PROFILE

**Statement** As an experienced and versatile Senior Designer with a proven track record of success within User Experience (UX), User Interface (UI), branding and marketing communications, I've worked with the UK and overseas clients such as Louis Vuitton, BlackBerry, O2 and Tesco.

**Key strengths**

- ✓ Good knowledge of **UX & UI**;
- ✓ Strong **user-centre approach** in design decisions;
- ✓ Exceptional **project management** skills;
- ✓ Excellent **client liaison** skills with an understanding of business goals;
- ✓ And above all **exceptional design skills** with strong user needs methodology.

## PROFESSIONAL EXPERIENCE

June 2016 to present	<b>SENIOR DIGITAL DESIGNER</b> CALISTON DIGITAL	In charge of the Web Design department by delivering extremely creative designs solutions from concept to completion, improve the usability and aesthetics of responsive websites. I also manage award-winning clients accounts and expectations in several different industry sectors such as Health & Beauty, Hospitality & Tourism and Retail (e-commerce). Alongside this, I control the design budget ensuring costs are tracked and managed effectively.
September 2009 to May 2016	<b>SENIOR GRAPHIC &amp; NEW MEDIA DESIGNER</b> DAISY GROUP <i>(FORMERLY ALTERNATIVE NETWORKS)</i>	Creating, producing and managing brand marketing campaigns through all channels. Fully responsible for the visual appearance, layout and usability on online and offline applications, ensuring that brand continuity is maintained throughout all applications. Brief and overseeing outside resources, including agencies, photographers, printers, freelancers, web and interactive sub-contractors when required. Working with internal and external clients such as BlackBerry, O2, Vodafone and British Telecoms.
May 2009 to September 2009	<b>SENIOR DESIGNER &amp; DESIGN CONSULTANT</b> SELF-EMPLOYED	Develop and co-ordinating brand identities, project management, client liaison and concept development. Brand development with a proven record of success within several business start-ups. Shou Trading Limited was among the success businesses with an innovative brand identity and with international e-commerce recognition.
July 2008 to April 2009	<b>WEB DESIGNER</b> BRIGHTLEMON LTD.	Development of social networks, information architecture, web design and front-end development. EmployGlobal development and design stands out as the most challenging project. It is a worldwide job search engine that promotes jobs in different sectors and locations. It consists in a group of location-dependent multi-sites.
September 2006 to June 2008	<b>HEAD DESIGNER</b> WHATEVER PROJECTS LTD.	Managing clients, budgets, outside resources and production department. Whatever Projects website design and optimisation was the most outstanding project as it increased 1500% of visitors in a space of six months.
March 2006 to July 2006	<b>GRAPHIC DESIGNER FREELANCE</b> NINESIXTY LTD.	Central Saint Martins College of Art and Design account Designer. The Red Mansion Art Prize exhibition was a successful identity development based on eastern and western cultures and perceptions. It promoted culture exchange between China and UK's fine artists.
January 2006 to February 2006	<b>GRAPHIC DESIGNER</b> FORWARD LTD.	Layout design for Tesco Baby & Toddler Club magazine and image editing using Photoshop. Design development of StreetSmart: Action for the Homeless (charity 1071657).
April 2004 to August 2004	<b>GRAPHIC DESIGNER</b> RECORD (PORTUGUESE NEWSPAPER)	Designing infographics alongside the Art Director for the daily newspaper.



**PROFESSIONAL SKILLS**

Applications	Illustrator	outstanding
	Photoshop	outstanding
	InDesign	outstanding
	Dreamweaver	outstanding
	Invision	intermediate
	Sketch	basic knowledge
Code	XHTML	excellent
	CSS	excellent
	XML	basic knowledge
Server platform	Microsoft SharePoint	basic knowledge
CMS	WordPress	outstanding
	Shopify	excellent
	osCommerce	excellent
	Drupal	intermediate
Project Management	Basecamp	outstanding
Platform	Mac or PC	outstanding

**EDUCATION**

2004/2007	London College of Communication (formerly LCP) - BA (Hons) Graphic and Media Design
2003/2004	University of Arts Lisbon - Foundation Degree of Product Design
2002/2003	Amadora Professional School - Pre-press professional course
1998/2001	Artistic School Antonio Arroio - HND in Communication and Graphic Design

**TRAINING**

Akendi	Graphical User Interface Design
	Information Architecture (IA)
Gymnasium	Prototyping for digital products & websites
	UX Fundamentals
IDM	Advanced Google Analytics
Webcredible	Responsive Design & Advanced CSS
	Digital project management
Spotless Interactive	Web Usability and user experience (UX)
London Web Factory	Google Search Engine Optimization
Noble Prog	B2B Brand Management
Best STL	Powerpoint Intermediate & Advanced course
Business Link	Low cost business marketing
QA	Microsoft SharePoint 2010 for End Users – Advanced Features
	Microsoft SharePoint 2010 for End Users – Introduction
Lynda	SEO: Search Engine Optimization

**LANGUAGE KNOWLEDGE**

Portuguese	native language
English	fluent
Spanish	intermediate

**OTHER ACTIVITIES**

I have studied and composed pieces of Op Art (Optical Art). My work has been promoted by Art Menu.  
Music is another interest of mine - I play drums in "Grand Union

Orchestra" and I am a member of the "Toca Rufar", a traditional Portuguese percussion orchestra.