Andre Cruz
Design & New Media

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PROFILE

Statement

Hello, I'm an experienced Designer with a deep passion for innovation and a proven track record in product design, user interface, and web accessibility.

Creativity has always been at the core of my professional journey. I am a design enthusiast driven by the principles of simplicity, usability, accessibility, and aesthetic excellence. My design philosophy is deeply rooted in the belief that thoughtful design has the power to enhance lives, and this ethos has guided my career.

Key strengths

- ☑ Expert knowledge of **UI design principles and techniques** within a collaborative and agile environment;
- ☑ Specialist in **UI kits and design system** development with special attention to **GDS standards**;
- ☑ Strong **user-centre approach** in design decisions;
- ☑ Excellent **client liaison** skills with an understanding of business goals;
- ☑ **Exceptional design skills** with strong **web accessibility** knowledge (WCAG 2.1 AA).

PROFESSIONAL EXPERIENCE

July 2022 to present

Senior UI Designer
Shell

SUPER STAR of the quarter — Q4/22

I specialized in designing data-rich B2B and B2C applications in the e-mobility sector. I collaborated with cross-functional teams, including designers and technical professionals, to execute projects effectively.

My role spanned the entire product lifecycle, from contributing to user research and interviews to translating insights into Figma wireframes, UX flows, and interactive prototypes.

October 2019 to June 2022

Lead UI Designer
MoneyHelper (Money and Pensions Service)

STAR OF THE MONTH — Money & Pensions Service — 10/2020

I led the company's UI strategy, working closely with our UX team to create exceptional online experiences. My focus was on user-centric, intuitive, and accessible designs, with a strong emphasis on usability and inclusivity. I actively participated in user research, including interviews, surveys, and usability studies, using the insights to create detailed wireframes and prototypes.

Additionally, I contributed significantly to developing design libraries and design systems ensuring consistency across our digital assets.

June 2016 to September 2019

Senior Digital Designer
Caliston Digital

THE Dentistry WEBSITE AWARD 2018 FINALIST

As the head of the Web Design department, I oversaw the creation of innovative design solutions, guiding projects from inception to delivery. My main goal was to improve the usability and visual appeal of responsive websites. I also managed esteemed client accounts in sectors like Health & Beauty, Hospitality & Tourism, and Retail (e-commerce).

Beyond my creative role, I diligently handled the design budget, maintaining precise tracking and efficient cost management throughout projects.

September 2009 to May 2016

Senior Graphic & New Media Designer
Daisy Group (Formerly Alternative Networks)

SERVICE EXCELLENCE AWARD 2014

I created, produced, and designed brand marketing campaigns across various channels. I held full responsibility for the visual aesthetics, layout, and usability of both online and offline applications, meticulously ensuring consistent brand continuity across all touchpoints.

I also supervised external resources, including agencies, photographers, printers, freelancers, web, and interactive sub-contractors when necessary.

May 2009 to September 2009

Senior Designer & Design Consultant
Self-employed

I excelled in developing and coordinating brand identities, project management, client interactions, and concept development. My expertise in brand development led to a demonstrated track record of success across multiple business start-ups.

July 2008 to April 2009

Web Designer
Brightlemon Ltd.

I crafted information architectures, designed compelling websites, and executed precise front-end development. A standout project was EmployGlobal, a global job search engine presenting opportunities across sectors and locations. It involved creating location-dependent multi-sites, adding complexity to this highly rewarding endeavor.

Full professional experience at: **www.linkedin.com/in/957andre/**

PROFESSIONAL SKILLS

Applications	Figma	outstanding	
	Photoshop	outstanding	
	Illustrator	outstanding	
	Invision	intermediate	
	Sketch	basic knowledge	
Code	XHTML	excellent	
	CSS	excellent	
	XML	basic knowledge	
Server platform	Microsoft SharePoint	basic knowledge	
CMS	Adobe Experience Manager (AEM)	intermediate	
	WordPress	outstanding	
	Shopify	excellent	
	Drupal & osCommerce	basic knowledge	
Project Management	Basecamp	excellent	
	Jira	intermediate	
Platform	Mac or PC	outstanding	

TRAINING

Pluralsight	Conducting UX Research
	Psychology of Interaction Design
	Design Principles for Effective Storage Solutions
Akendi	Graphical User Interface Design
	Information Architecture (IA)
Gymnasium	Prototyping for digital products & websites
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
Business Link	Low cost business marketing
QA	Microsoft SharePoint 2010 for End Users
Lynda	SEO: Search Engine Optimization

EDUCATION

2004/2007	London College of Communication	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

LANGUAGE KNOWLEDGE

Portuguese	native language
English	fluent
Spanish	intermediate

OTHER ACTIVITIES

When I am not designing, I like to do aquascaping. I love to recreate natural ecosystems but, at the moment, I'm not allowed to have more fish tanks at home by my boss (wife).

Another passion of mine is playing drums. I have a particular interest playing in bands with a fast and energetic music approach - rock on.