



SUMMARY

- 10+ years leading product design, UX/UI, and brand strategy for startups and established companies.
- CDO & Creative Marketing at [Yacooaba Labs](#): spearheading market research, design systems, and branding strategies, resulting in a 25% increase in user retention in 2024.
- Creative volunteer at [TEDxMadeira](#) and co-organizer of the Madeira Blockchain Conference.
- Member of the [Clube de Criativos de Portugal](#) (CCP) and the Art Directors Club of Europe (ADCE), member nº 1059.

WORK EXPERIENCE

Chief Design Officer, Digital Product Designer & Creative Marketing Yacooaba Labs · Jan 2021–Present

- B2B and B2C digital product creation, including projects with [Yacooaba](#) – Secure Tickets for All, [Madeira Blockchain](#), [fourt.io](#), [CIIMAR](#), Fórum Oceano, Portugal Blue Digital Hub, [Yamaha Europe - MySea](#), Festival F, Filme Filme, and [eGamesLab Portugal](#).
- Conduct market research and data analysis to understand customer needs and guide the product roadmap.
- Prototype interactive solutions for rapid concept validation.
- UX Design: develop intuitive experiences, conduct usability testing, and iterate based on user feedback.
- Visual Design: create functional and appealing user interfaces aligned with brand guidelines.
- Information Architecture and Interaction Design to structure content and define product responses to user actions
- Develop and maintain Design Systems to ensure consistency and scalability.
- Branding & Identity: define and update visual identity, content strategy, and accessible design.
- Cross-functional collaboration with developers, PMs, and stakeholders following agile methodologies.
- Monitor post-launch metrics and performance, adjusting features to optimize product success.

Digital Product Designer (Freelancer) Brightcove · Sep 2020–Dec 2020

- I joined the design team, strengthening UX, UI, and product design capabilities for international TV app brands.
- I developed prototypes and interfaces for multiple platforms (smart TVs, webOS, Tizen, and Android TV), ensuring a consistent experience.
- I collaborated with engineering teams to implement innovative solutions, optimizing user flows and reducing error rates by 15%.
- I contributed to user research workshops and usability testing, gathering key insights that drove user-centered design improvements.

Digital Product Designer and Creative Director (Freelancer) Multiple Clients · Oct 2017–Feb 2021

- Product & UX/UI Design: Interactive prototypes and interfaces for sports scouting ([Athleads](#)) and other digital systems, reducing iteration cycles by 25%.
- Web & SEO Automation: Development of WordPress websites with SEO strategies and automation, resulting in a 30% increase in organic traffic.
- Social Media & Paid Traffic: Planning and management of social media campaigns and paid traffic boosting engagement by 20%.
- Clients & Industries: TikSense, TedxMadeira, TV App Agency, IESolutions Portugal, AirNav Systems, Lim9, MuCodes, One Line Design spanning media, sports tech, aviation and entertainment.

Art Director & Senior Designer Publinsular · Oct 2014–Sep 2017

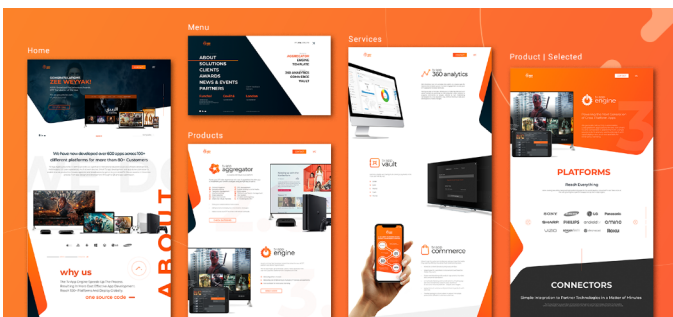
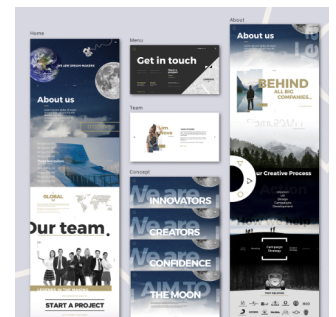
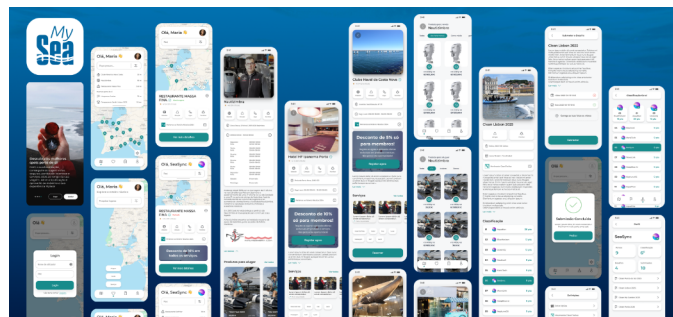
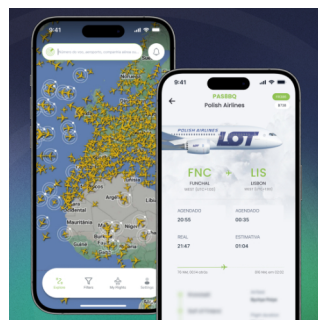
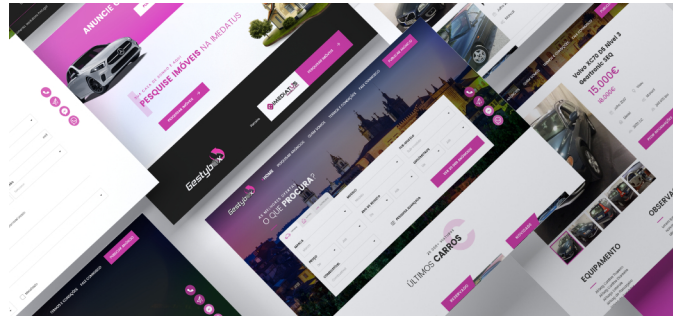
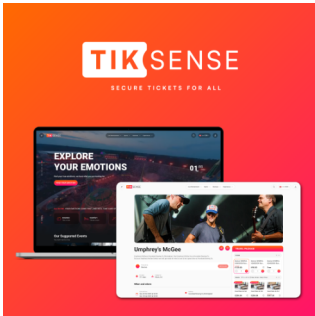
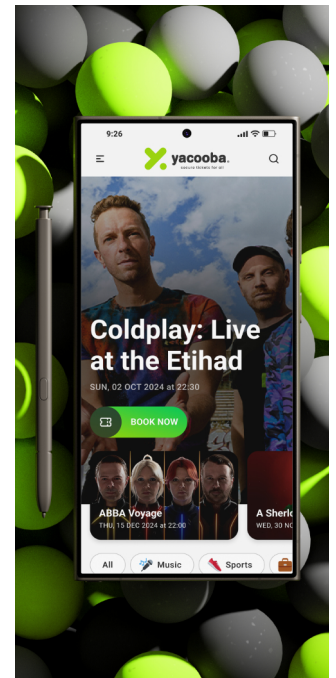
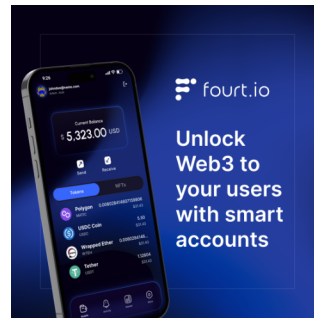
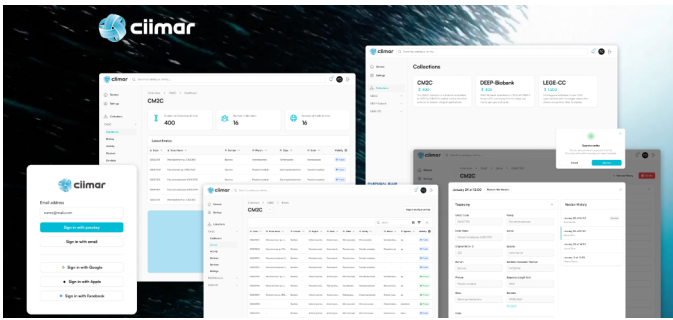
- Collaborated with major regional brands in the hospitality, healthcare and political sectors, developing graphic design, web design and user interface design for integrated campaigns.
- Managed print production and billboard assembly, ensuring quality and meeting deadlines.
- Created visual and photographic content for social media management, increasing engagement by +15% by humanizing brand communication.

EDUCATION

- **Postgraduate in Business Design & Leadership**
IADE · Nov 2023–Jul 2024
- **Product & UX Design Leadership · UX & UI Design EDIT.** – Disruptive Digital Education · Jan 2022–Jul 2024
- **Courses:** Product Design Lead · UX Manager · Senior Product Designer · UX Director · Product Manager · UX Consultant · UX Researcher · Chief Product Officer · Innovation and Design Thinking Leader · Agile Management in practice with Scrum and others.
[Check my linkedin Licenses and certificates.](#)
- **Bachelor in Art & Design**
University of Madeira · Sep 2011–Jun 2014

SKILLS AND INTERESTS

- **Languages:** Portuguese (Native), English (B1+) & Spanish (B2)
- **Design and Prototyping:** Figma, Sketch, Adobe XD, Proto.io, Protopie, Axure RP, Balsamiq, Flinto, InVision, Marvel, MockFlow, Mockplus, RapidUI, UXPin, Principle, Atomic, Origami
- **Adobe & Affinity Creative Suite:** Adobe Illustrator, InDesign, Photoshop, Photoshop Lightroom, Premiere Pro, After Effects, Audition, Dreamweaver, Flash; Affinity Design, Photo, Publisher
- **3D, Motion Graphics & Print:** Cinema 4D, 3ds Max, Rhinoceros 3D, FlexiPRINT HP Latex 330, Rasterlink Pro Series
- **Audio & Music Production:** Ableton Live, Pioneer, Rekordbox
- **Web & Development:** Webflow, Wordpress & Figma Site
- **Workflow & Collaboration:** FigJam, Miro, Github, Asana, Abstract, Zeplin, Mantis, Microsoft Office, Primavera Starter



Combining strategic vision, creative leadership, and technical expertise to inspire teams in crafting memorable, data-driven digital experiences. Ready to propel your next project and achieve extraordinary results. Let's talk?

