



JOAO FERREIRA | UI DESIGNER

m. (+44) 07841 449 211 e. hello@jppferreira.com p. www.jppferreira.com

As a designer and front-end developer, I understand the perfect user interface should look good and work even better. With over eleven years of experience in the digital industry, I have worked in global creative agencies including [Ogilvy & Wunderman](#) but also client side having the opportunity to work with [John Lewis](#), [BlackRock](#) [ITV](#), [BT](#), [BP](#) & [dotMailer](#).

I love to deliver projects from an Initial [discovery & wireframing](#) phase thought too beautiful high fidelity visuals while maintaining a [user-centred & scalable design](#) approach. I maintain a high standard of work even on tight deadlines whilst exploring various ways to continually enhance my workflow, by keeping up to date with industry-leading prototyping & design tools such as Sketch, Adobe XD, InVision, Balsamiq & Principle.

While my development knowledge extends from HTML5, CSS3, Bootstrap, Json, Handlebars.js, Hightcharts Js through to email development whilst working in [Agile Environments](#) alongside Product Owners & Business Analysts on various business propositions.

WORK EXPERIENCE

JOHN LEWIS | SENIOR UI DESIGNER & DEVELOPER (CONTRACTOR)

JULY 2018 - PRESENT

- Agile ways of working including the use of Jira's Kanban Ticketing system.
- Showcasing creative solutions.
- Daily Team standups & Retrospectives.
- Working with Product Owners & Business Analysts to deliver a number of MVPs and meet acceptance Criteria.
- Working closely with UX designers.
- Creating Visual User flows.
- Implementing UX research finds into the Iteration Design Process.
- Design and developments of reusable partials.
- Using handlebars to pull in shared content & implement logic into comms.
- Used SourceTree to work collaboratively with backend developers and QA teams.
- Implementation of enhancements & refactoring.
- Working with QA team to ensure all builds meet acceptance Criteria.

SOFTWARE SKILLS

Sketch
Adobe XD
inVison
inVison Studio
Principle
Abstract Version Control
Marvel Prototyping
Balsamiq Mockups
Zeplin
GitLab
SourceTree
Proficient in Mac & PC
Photoshop, Illustrator,
Animate CC, InDesign
Highcharts.js
Sublime & Brackets
HTML5 & CSS3 Coding
Handlebars.Js
Json
Bootstrap
Sketchbook Pro
Cinema 4D
Sketch Up

HOMEAWAY | DIGITAL DESIGNER (CONTRACTOR)

JULY 2017 - CURRENT

- Email UI Communications
- Daily Scrums & Agile Environment
- UI Email Kit Pattern Library

BLACKROCK | SENIOR DIGITAL DESIGNER (ASSOCIATE)

JULY 2017 - MARCH 2018

- Improved UX of email campaigns for flagship events.
- Worked closely with UX team In America to produce the email design system to fit in with the current brand from a low to High Fidelity visuals whilst working in small teams and using rapid prototyping processes & Software.
- Responsible for the build & QA of responsive email campaigns and landing pages.
- Developed a set of interactive data visualization template library using Highcharts to enhance the turnaround of our monthly data visualization charts.
- Created a series of animated data visualizations pieces whilst enhancing engagement with the client.
- Translated several pieces of work from PDFs into mobile responsive Microsites.
- Up-skilled colleagues to edit Highcharts templates which I originally developed.
- Introduced & trained team members on how to use prototyping tools such as sketch and inVision for a more agile approach to there workflow.
- Creating Animations and HTML5 Interactive Banners.

TECHNICAL SKILLS

Atomic design principles
Typography
Colour theory
Grid systems
Freehand Illustration
Time management
Project management
Photography
dotMailer email platform
Mailchimp
Wacom Stylus

QUALIFICATIONS

UCA EPSOM 2007 - 2010

Achieved Second Class Degree
in Graphic Design (BA)

UCA EPSOM 2006 - 2007

Art and Design Foundation
degree with a Final result of a
Merit

BLENHEIM HIGH SCHOOL

EPSOM 2004 - 2006

3 x Fine Art, Spanish, Product
Design, Photography

REFERENCE

Available on Request

WUNDERMAN | SENIOR DIGITAL DESIGNER

JULY 2017 - CURRENT

- Worked on Shell email marketing collateral.
- Created data visualization pieces for the new EY website.
- Collaborative worked on the Sensodyne 'Rapid Relief' marketing assets including digital banners, underground digital screens and web page takeovers.

OGILVY & MATHER | SENIOR DIGITAL DESIGNER

AUGUST 2016 - MAY 2017

- Responsible for the design of responsive landing pages for BT Sport, BT Business, & BT Mobile.
- Designing best practice responsive email campaigns.
- Animating complex Gif animations.
- Animating Facebook video posts.
- Poster designs
- Design & code of HTML5 banners.

JOHN LEWIS | ONLINE DIGITAL MARKETING & EMAIL DESIGNER

JULY 2014 - AUGUST 2016

- Responsible for new email campaign refresh 2016
- Design and build competition landing pages.
- Built a module master compiler.
- Created & managing a fully mobile optimized email Pattern Libraries which resulted in reducing build time and increasing efficiency.
- Integrated and developed best practices such as live fonts and agile layouts.
- Trained junior designers & contractors to assist with BAU Projects.
- QA of emails and debugging of code.
- Ensuring that critical / BAU deadlines are met.
- Design & build of bespoke/dynamic campaigns.
- Responsible for project management of design and build of campaigns. Ensuring that critical peak period campaigns.

DOTMAILER | DIGITAL CAMPAIGN DESIGNER

APRIL 2012 - JULY 2014

- Best Practice email design.
- Tagging up and Coding of designs for EasyEditor.
- Attention to detail ensuring brand values.
- Working with the DotMailer & DotSurvey Platform.
- Design and email trends.
- Slicing and tagging up for the Easy Editor.
- Online banner adverts.
- QA designs & build process.
- Email design for desktop and Mobile platforms.
- Coding responsive email campaigns & toolkits.
- Design & code micro-sites & unsubscribe Pages.
- Liaising with clients from the design to the Production stage developing good client Relationships.
- Ensuring email design are designed and built best practice.
- Training colleagues with new skills.
- Competitors Product Analysis.
- Template designs for B2B and B2C sectors for large national and global companies.

DIRECT TRAVELLER LTD & PURE TURKEY

MARCH 2011 - FEBRUARY 2012

- Email marketing
- Designing advertisements for Sunday Times. & Preparing for printing stages.
- iPhone Travel App interface design.
- Designing & updating affiliate banners.
- Analyzing competitors strategies.
- Arranged, meetings & liaising with clients.
- Pitching clients with creative ideas and concepts.