

JOÃO FERREIRA

SENIOR DIGITAL / UI DESIGNER



Mobile: 07841 449 211

Email: hello@jppferreira.com

Portfolio: jppferreira.com

Settlement Status: Approved

A senior-level UI Designer & Developer with over 11 years of Digital Experience. I'm a team player with a passion for creating Engaging & Accessible UI, taking a user-centred design approach while maintaining a high standard of work in time-sensitive deadlines. I have a vast amount of experience within Ecommerce, Travel, Finance & Creative Agency industry.

WORK EXPERIENCE

JOHN LEWIS | SENIOR UI DESIGNER & DEVELOPER (CONTRACTOR)

JULY 2018 – PRESENT

- Worked with Stakeholders, Product Owners (PO's) & Business Analysts (BA's) to deliver several Minimal Viable Products (MVPs) and Enhancements to meet acceptance criteria and add Business Value.
- Worked in collaboration with other UI Designers while creating Omni Stock App & Admin Dashboard User Interfaces (UI).
- Mapped out User Journeys creating user-flows, Built Low-High Fidelity User Interface Prototypes & Interactions for the Pick Pack Android App.
- Showcasing, Daily Team standups & Retrospectives.
- Worked closely with User Experience designers implementing a user-centred methodology.
- Iterated visuals following feedback from A/B & User Testing.
- Worked using Agile ways of working including the use of Jira's Kanban Ticketing system.
- Adopted SourceTree to work collaboratively with backend developers and QA teams.
- Worked Collaboratively with User Experience Designers on Rewards Redemption & GDPR cookie compliance solutions Assisting on Design, QA & Accessibility.
- Design and development of reusable partials while testing usability & rendering QA.
- Used handlebars.js to compile partials & implement logic into comms.
- Implementation of code enhancements & refactoring.
- Working with QA teams to ensure all builds meet acceptance Criteria.

SOFTWARE SKILLS

Adobe XD
inVision
inVision Studio
Principle
Abstract
Marvel Prototyping
Balsamiq Mockups
Zeplin
GitLab
SourceTree
Adobe Creative Suite
After Effects
Highcharts.js
Sublime & Brackets
HTML5 & CSS3 Coding
Handlebars.Js
Lottie.Js
Json
Bootstrap
Sketchbook Pro
Cinema 4D
Sketch Up

HOMEAWAY | DIGITAL DESIGNER (CONTRACTOR)

MAY 2018 – JULY 2018

- Created User Interface Components for Email communications
- Attended Daily Scrums & Agile Environment
- UI Email Kit Pattern Library
- Worked in collaboration with other designers.

BLACKROCK | SENIOR UI/DIGITAL DESIGNER (ASSOCIATE)

JULY 2017 – MAY 2018

- Improved UX & Accessibility of Micro-sites & email campaigns for flagship events.
- Worked collaboratively with UX team In the (EMEA) team to produce the email design system to fit in with the current brand from a low to High Fidelity visuals while working in small teams and using rapid prototyping processes & Software.
- Showcased prototypes to key business Stakeholders.
- Responsible for the build & QA of responsive email campaigns and landing pages.
- Developed a set of interactive data visualisation template library using Highcharts.js to enhance the turnaround of our monthly data visualisation charts.
- Translated several pieces of work from PDFs into mobile responsive Microsites.
- Up-skilled colleagues to edit Highcharts.js templates which I developed.
- Introduced & trained team members on how to use prototyping tools such as sketch and inVision increasing workflow efficiency.
- Created HTML5 Animations and Interactive Banners.
- Visual Design, Optimising graphical design assets for online/digital.

TECHNICAL SKILLS

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

QUALIFICATIONS

UCA EPSOM 2007 – 2010

Achieved Second Class
Graphic Design Degree (BA)

UCA EPSOM 2006 – 2007

Art and Design
Foundation Degree (Merit)

BLENHEIM HIGH SCHOOL EPSOM

2004 – 2006

3 x Fine Art, Spanish, Product
Design, Photography

REFERENCE

Available on Request

WUNDERMAN | SENIOR DIGITAL DESIGNER

MAY 2017 – JULY 2017

- 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

- Created Low, Mid, High-Fidelity Visuals and Rapid Prototyping for Sport, BT Business & BT Mobile for Micro-Sites.
- Animating complex Gif animations for Social posts & Affiliate banners
- Design & code of HTML5 banners.
- Worked closely with Art Directors on Concepts & Pitches.
- Designing best practice responsive email campaigns.

JOHN LEWIS | ONLINE DIGITAL MARKETING & EMAIL DESIGNER

JULY 2014 – AUGUST 2016

- Responsible for Design & Front-End Development of landing pages & email campaigns.
- User Research & Competitor Analysis.
- Built a module master compiler to gather partials into a master file.
- Created & managing a fully mobile-optimised email Pattern Libraries which resulted in reducing build time by 40% and increasing efficiency.
- Integrated and developed best practices such as live fonts and agile layouts.
- Trained junior designers & contractors to assist with BAU Projects.
- Ensured 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 email campaigns by ensuring critical peak period campaigns were accomplished.

DOTMAILER | DIGITAL CAMPAIGN DESIGNER

APRIL 2012 – JULY 2014

- Responsible for Design & Front-End Development of landing pages & email campaigns.
- Built a module master compiler to gather partials into a master file.
- Created & managing a fully mobile-optimised 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.
- Ensured 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.
- User Research & Competitor Analysis.

DIRECT TRAVELLER LTD & PURE TURKEY

MARCH 2011 – FEBRUARY 2012

- Designed & Developed of Email Marketing Campaigns.
- Designed advertisements for Sunday Times & QA.
- iPhone Travel App User Interface design.
- Designing & updating affiliate banners.
- Research & Competitor Analysis.
- Pitching visual solutions to Stakeholders.