



SENIOR PRODUCT DESIGNER

JOÃO FERREIRA

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**London & Surrey based
UI/UX Designer with over
12 years of working with
Product & Development
teams within Ecommerce,
Agency, Travel, Finance
& Fintech sectors.**

TOOLS

Figma
Sketch
Adobe XD
inVision
Principle
Abstract
MarvelApp
Balsamiq
Zeplin
Illustrator
After Effects
Adobe Creative Suite
Jira (Kanban)

SKILLS

Accessible Design
Visual Design
Design Systems
Interaction Design
User Interface Design
User Experience Design
Wireframes
User Experience Design
Rapid Prototyping
Agile Methodologies
Responsive Design
Illustration
Stakeholder Management
Time Management

WORK EXPERIENCE

LEAN \ Senior Product Designer (FT)

April 2020 - July 2020

Designed & delivered multiple Fast-paced projects including Leans Site launch and its development of visual language & user experience.

- Research, sitemaps, user flows, wireframing, competitor analysis
- Micro-interactions & prototyping
- Designing Illustrations and graphic assets
- Designing & enhancing design system & products visual language
- Worked closely with Stakeholders & Front-end Engineers on QA releases of Features.

STRUCTURE \ Senior UI Designer (Contract)

April 2020 - June 2020

Designed multiple consumer-facing pages Vitruvian Site, taking low fidelity ideation to full fledged high fidelity visuals.

- Designed High-fidelity desktop & mobile responsive layouts.
- Developed Micro-interactions, prototypes & lightweight animations (Lottie.js)
- Iterated visuals and ensured styles and UI patterns adhered to the design system and brand style guidelines.
- Worked closely with Product Managers to iterate visuals with user feedback.

JOHN LEWIS \ Senior UI Designer & Developer (Contract)

July 2018 - April 2020

Worked with several product teams to deliver a number of different solutions for GDPR, Loyalty programs, Customer Comms.

- Responsible for the visual design of the Omni Stock Android App, Admin Dashboard User Interface.
- Prototyping, user testing & design iteration & exploring micro-interactions behaviours.
- Worked in collaboration with other UI, UX Designers, Iterating & enhancing designs following A/B testing.
- Designed, Developed & QA UI patterns for complex scenarios using HTML, CSS & Handlebars.js.

DEVELOPMENT

GitLab
SourceTree
Highcharts.js
Sublime & Brackets
HTML & CSS
Preprocessor (SASS)
Handlebars.js
Lottie.js
Json
Bootstrap
Web Development
Email Development
Wordpress

3D & OTHERS

Sketchbook Pro
Cinema 4D
Sketch Up

QUALIFICATIONS

UCA EPSOM 2007 - 2010

Achieved Second Class Graphic Design Degree (BA)

UCA EPSOM 2006 - 2007

Art and Design
Foundation Degree (Merit)

BLLENHEIM HIGH SCHOOL

2004 - 2006 (EPSOM)

REFERENCES

Available on request

HOMEAWAY \ Digital Designer (Contractor)

MAY 2018 - JULY 2018

Delivered multiple high traffic digital campaigns with Offshore teams.

- Designed User Interface (UI) components for Email comms.
- Collaboratively worked with offshore teams to refine and develop the brand's Email Design System & Pattern Library.
- Worked in Sprints, Attended Daily Scrums.
- Worked in collaboration with Designers, Developers & Copywriters.

BLACKROCK \ Senior Digital/UI Designer (Associate)

JULY 2017 - MAY 2018

I lead the digital transformation vision to increase impact and improve partner and investors digital experience across Web, Mobile & Events.

- Designed multiple digital solutions & Micro-sites to show Financial report pages and documentation with a mobile-first approach.
- Developed a data visualisation library in Highcharts.js to be easily adaptable by the team for iShares platform.

Educated team members on processes and tools to enhance their prototyping processes & workflow.

- Enhanced Accessibility of Micro-sites & email campaigns for flagship events.
- Worked in collaboration with offshore UX teams whilst working in collaboration with key business Stakeholders and iterating visuals.

WUNDERMAN \ Senior Digital Designer

MAY 2017 - JULY 2017

Responsible for designing & overseeing digital campaigns for global brands which included Shell, and EY.

- Designed pixel perfect digital & email marketing campaigns for Shell.
- 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

I worked for BT TV, BT Sports & BT Business Designing Landing Pages, Social Assets, Animations & email campaigns.

- Wireframing desktop & mobile layouts to crafting High-fidelity Visuals.
- Iteration of visuals & prototypes following stakeholder feedback
- Working in collaboration with Art Directors, copywriters to adhere to tight deadlines.
- Quality assuring designs meet style guidelines rules & digital best practices.

JOHN LEWIS \ Digital Designer

July 2014 – August 2016

Worked on business-critical and high revenue campaigns to grow site traffic whilst enhancing efficiency on campaign build & release turnaround times.

- Responsible for Design, build and QA of landing pages & high conversion email campaigns.
- Undertook user research & competitor analysis to evaluate and enhance our mobile-optimised email Pattern Libraries.
- Refined build, design strategies and QA processes which resulted in reducing build time by 40% and increasing efficiency.
- Integrated and developed best practices such as live fonts and agile layouts.
- Mentored and upskilled designers to by enhancing workflows & processes.
- Created and optimised digital assets, animations across multiple digital channels.