

# Hi there. I'm Ricardo Ferreira.

I am a UI & UX Designer focusing on Startups, E-commerce and Mobile apps. I have a passion for learning & utilizing the latest UX processes, methodologies & interaction designs to develop wonderful products and customer experiences.

I have been a UX evangelist since I began working in the Web and Graphics world. Initially I consulted on projects for others and provided recommendations on the most effective designs that take users into perspective. Since then I have developed a keen eye and advanced understanding of users' needs when faced with a variety of different media. I have been working in Web and Graphics Design since 2009 as a Freelancer. Over this time I have developed significant experience and picked up many techniques working on different projects. In addition I have invested in my own personal development through course-work and designed logos and branding to support client needs. I enjoy learning and applying new concepts from Lean usability testing, user research, wireframes and responsive prototyping, visual design, and analytics to front end development.

I have gained significant experience over a short time through working in varied markets on a number of challenging assignments.

## Skills

- Proposition & strategy development
- Ideation
- Problem solving
- Process mapping
- Wireframing
- Prototyping
- User centred design
- Visual design
- Interaction design
- Multiplatform design
- Responsive design
- Design systems
- Data visualisation
- Branding
- User Research
- Usability
- Testing
- Product Design

## Tools

- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Adobe InDesign
- Affinity Designer
- Sketch
- inVision

## Education

2008      CFPIC (Universidade Aveiro Norte) - Portugal  
Bachelor of Development of Multimedia Products

Present      Different courses on  
Interaction Design Foundation & Skillshare

## References

Available on request

## Experience

2009 - Present  
freelancer

### **UX, UI & Graphic Designer**

Since I started as a freelancer I have been designing and creating a variety of different types of products, from branding, poster design to web pages. I have worked with small companies and startups who are looking to make a significant positive difference in the world. I have worked to understand their business, develop their brand, and consistently reflect this in their marketing and customer-facing opportunities. I have developed my own Agile method and I have increased sales for my customers.

I work hard to create the best product design possible for each customer to meet and exceed their expectations.

Using all the knowledge in UX and UI Design I have developed an incredibly fast pace way to study the customer needs and design an customer platform with a unique layout with a uniques Icons and graphics.

Companies I have been worked - railtorail.pt - portasegura.com - mariashostelsurf.com  
rossan.pt - webcoding.pt



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# Experience

2015 - 2019  
Polymeric Labels

## **Graphic Designer**

I worked as an Artworker and Graphic Designer. My primary duties are to convert logos, icons and other elements to vector formats and prepare them for screen printing. I work to ensure efficient and effective delivery of products and services. I also provide a second set of eyes as a proof reader for assignments.

2012 - 2015  
Teclarecord, Lda

## **Project Manager, Web & Graphic Designer**

I specialize in listening to clients, gathering requirements, and turning requirements into quality products. I often consult and provide advice with recommendations on how best to improve clients' brand and web presence. I stay aware of changes in the market to ensure clients have the best possible experience. I work to ensure clients' brands are immediately recognizable within their market. I also assist with technology challenges and delight customers by troubleshoot and resolving computer hardware issues.

# Personal Projects

2011

## **Increase sales in regional markets**

### **Problem:**

When you move or go on holidays you don't often know where the best food, shopping, and restaurants are located. Without knowing the area it's challenging to get away from tourist areas and highly commercialized areas and explore the region.

### **Solution:**

My solution for this is a website where you type what you need and it instantly provides those places that are close by whether it is a store, restaurant or factory.

The website is very easy to use and enables smaller companies to be found and grow their business.