



Goncalo Andrade

UX Designer

About

goncaloandrade.com

[linkedin.com/in/goncaloandrade](https://www.linkedin.com/in/goncaloandrade)

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Fluent in **Portuguese** and **English**. I also speak **Spanish** and **French**

Education

Masters in Multimedia & Graphic Design
2009-10 ESAD, Porto, Portugal

Information Design with Hamish Muir
2010 ESAD, Porto, Portugal

Degree in Graphic Design
2005-09 ESAD, Porto, Portugal

Certificate of Proficiency in English
2009 Cambridge ESOL, UK

Additional experience

UX & SCRUM training with Roman Pichler
2015 London, UK

President of a Student Body
ESAD, Porto, Portugal

Design Survival Manual
Atelier da Imagem, Porto, Portugal

Design skills

Discovery

Wireframing

Prototyping

Testing

Visual Design

Tool skills

Sketch

InVision

Axure

Photoshop

Illustrator

Senior User Experience Designer

[Aviva, London](#) Feb 2017 – now

Worked on optimising user journeys across different sections of their B2C websites. Backed my work with proof by running research and testing. I worked closely with DPOs to ensure the best products get built for the users.

Senior User Experience Architect

[Lloyds bank, via Virtusa Polaris, London](#) Jul 2016 – Feb 2017

I worked in Lloyds Bank through a multinational consultancy facilitating, generating and executing great user experiences for our clients and their end users. I took ownership of the projects acting as a coach, mentor and leader as well as an advocate for our clients' needs.

Senior UX/UI Designer and Frontend Developer

[Orbus Software, London](#) Feb 2014 – Jul 2016

Software company that specializes in Enterprise Architecture and Business Analysis. I took ownership of the UX for 4 products, creating new experiences and interfaces that met the requirements, guaranteeing the overall quality and usability, produced high-fidelity mockups and specification documents, and managing and assisting in the coding of the products. I also mentored a junior designer.

Design Consultant

[Inova+, Porto, Portugal](#) Mar 2011 – May 2016

This agency worked with international projects for the European Union, providing services from project management to funding advice and consulting. I had the opportunity to work on branding several of their projects, from children's programs to the modernisation of retirement homes. I worked closely with the project managers, keeping a close professional relationship with them consistently throughout the project, to ensure meeting requirements as well as involving them in the design process.

UX/UI Designer and Developer

[SIMI, Porto, Portugal](#) Aug 2012 – Feb 2014

The idea behind this startup was giving a restaurant's client a tablet instead of a paper menu. This would enable a better sales platform. As a startup, this environment gave me the opportunity to get involved in all phases of the project, from discussing the requirements and backlog to writing user stories right down to the execution. As a small team, each of us had many roles. I was fully responsible for designing the products (tablet, mobile and web apps) as well as implementing a good deal of the interface.

Web Designer and Developer

[GKM, Porto, Portugal](#) Sep 2011 – Aug 2012

A service company providing a variety of digital services from social media marketing to website design and digital signage. I worked on a variety of projects, which allowed me to develop a good range of skills. From assuming ownership of web site design and development, mostly through WordPress, to producing digital assets for digital campaigns, as well as owning the user experience for a mobile app.

Graphic Designer

[Cupidouro, Porto, Portugal](#) Oct 2010 – Aug 2011

Print services company, doing photocopies, larger print work, book binding, etc. I assumed a role as the sole Graphic Designer for the company and was tasked with the redesign of the brand. This included redesigning their iconography and extended identity, graphic materials for the stores, social media presence and a new website. Working closely with experts I was involved in a lot of printing industry processes. Learning and practicing those production techniques has rendered my work more pragmatic and realist, since I know how it will be executed.

Graphic Design and Production

[WatchPlanet, Porto, Portugal](#) Feb 2010 – Nov 2010

Reseller for watch brands such as Guess, Police, Ego, One, and others countrywide. I assisted in preparing campaigns' graphical materials for final production and deployment in each store and their displays and windows, as well as some outdoors and billboards. Reseller for watch brands such as Guess, Police, Ego, One, and others countrywide.