



## Goncalo Andrade

UX Designer

### About

[goncaloandrade.com](http://goncaloandrade.com)

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Fluent in **Portuguese** and **English**.

I also speak **Spanish** and **French**

### Education

Master of Arts 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

### Design skills

#### Discovery



#### Wireframing



#### Prototyping



#### Testing



#### Visual Design



*I'm a User Experience Designer based in London, and I believe that Design is all about coming together to solve human problems.*

*I've been here for a few years now, but I'm originally from Portugal. This means my accent might change from British to Canadian or American at a moment's notice, which is a lot of fun.*

*I enjoy reading comic books and playing Dungeons and Dragons, like the nerd I am. I am also almost always up for a pint and a chat down the pub.*

## Lead User Experience Designer

**Croud, London** Aug 2018 – now

I worked on optimising the internal tool and client portal, as well as extending the new user experience to the brand new client portal.

Complex and information-rich processes made this an interesting challenge.

I also worked on adapting and updating the branding guidelines to better fit a digital multi-modal experience.

Developed of foundational groundwork for UX principles within the company

Planned and conducted user research after arguing its value in the design process

Refined and extended the branding guidelines to better accomodate multi-modal digital interfaces

## Senior User Experience Designer

**Aviva, London** Feb 2017 – July 2018

I worked on optimising the user journeys across different sections of their UK website based on Adobe Experience Manager (AEM). After 6 months, conversion increased by 37.9% and sales journey completion by 26.7%.

I worked closely with DPOs to ensure the best products get built for the users.

Proactive contribution to the long-term strategic development of UX practice including understanding of knowledge, skills and consistent suite of processes

Lead SME through full spectrum of UX services, workshops, tools, techniques & internal processes

Backed my work with proof by running research and testing, working closely with User Researchers and sometimes conducting all the testing myself.

Iterative and collaborative design outputs: User journey maps, wireframes, prototypes, information architecture components (site structure, navigation, content grouping), functional specification documentation

## 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 with the business stakeholders.

Full ownership of UX and Visual Design for the projects I worked on.

Worked with BAs and SMEs to gain understanding of the technical financial products I was designing

Sat with the developers on a daily basis to ensure the experience got through to the final product, and to make some changes due to unforeseen technical constraints.



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### Community participation

Lightning talk - MUXL Conference  
2018 MUXL

Tutor for Designing Voice Interactions  
2018 UX Academy - MUXL

Atomic design is about more than  
naming  
2018 Medium article

4 UX lessons I learned from Dungeons  
& Dragons  
2018 Medium article

A UX eye on Ready Player One  
2018 Medium article

### 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

### Tool skills

Sketch



InVision



Axure



Photoshop



Illustrator



## Senior UX/UI Designer and Frontend Developer

[Orbus Sof ware, 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 who was working for the sister company.

Owned all UX and VD for 4 products as the sole designer.

Worked with the developers in an agile Scrum setting in bi-weekly sprints.

Created a complex Information Architecture and flexible modular design system, which as stood mostly unchanged since 2014, well after I left.

## 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 coding 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.