Pedro Lourenço

25 years   Lisbon

UX/UI Designer

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Resume

. Solid experience of 3 years in interface design using tools such as: Adobe XD, Figma, Invision, Adobe Illustrator, Photoshop, After Effects and Balsamiq.

. Ability to develop pages in HTML5, CSS and JavaScript, facilitating the product development and implementation process.

. Extensive knowledge of information architecture, prototyping, user testing and data analysis.

. Entrepreneurial vision to create viable strategies that promote product growth.

. Ability to meet deadlines and lead teams.

Work experience ■

Business project PLM Plural - Aveiro 2022/2023 (10 months)

In charge of developing an application from scratch, using gamification logic for wine selection in a shop context, applied to a mupi support with touchless interaction (finger tracking), with the aim of creating an experience that integrates the physical and digital environments.

A theoretical framework was drawn up on the customer's experience with the brand in retail, gamification user research and an analysis of gamified applications. An iterative design thinking approach was used to carry out usability tests with real users. The tests (questionnaires, observation grid, field notes) were evaluated and analysed, allowing us to determine a usability rate of 75/100 using the SUS scale (System Usability Scale) and a positive evaluation of 4.7/5 regarding the usefulness of the application.

Trainee at Enovo - Viseu 2021 (6 months)

I was tasked with redesigning Transgest's website in order to promote its software. The process involved a detailed analysis of Enovo and its competitors, as well as identifying their needs. Low- and high-fidelity prototypes were

developed and then implemented in HTML, CSS and JavaScript. After Effects was also used to create animated components.
After launching the new version of the website, user tests were carried out to assess usability and accessibility. Compared to the previous version, it was possible to improve usability by 20% and accessibility by 25% demonstrating significant progress in the overall user experience.

Roliser - Sertã 2017-2018 (6 months)

During my final year of secondary school, I had the opportunity to start my first job in a heavy machinery parts shop. In this role, I was responsible for taking stock of the entire warehouse and providing customer service. This experience allowed me to develop skills such as communication, organisation and teamwork.

Education / Courses

Graduation in Multimedia Technology and Design
Escola Superior de Tecnologia e Gestão de Viseu
(2018-2021 | 3 years)

Main subjects:
Interaction design; Psychology of perception; Interactive content; Audiovisual content, Digital marketing; Internet applications.

Final average: 17/20

Master's in Audiovisual Communication for New Media
Universidade de Aveiro
(2021-2023 | 2 years)

Main subjects:
Visual identity; Product valorisation strategies; Creativity and narratives;Visual effects (Dissertation in the area of human-computer interaction).

Final average: 18/20

Affordances: Designing Intuitive User Interfaces
Nielsen Norman Group (2024)

Complete English course
Udemy (2024)

Sound design and sound treatment course
GrETUA (2022)

Design Thinking: The Ultimate Guide
Nielsen Norman Group (2024)

Web Development Complete - 20 courses + 20 projects
Udemy (2023-2024)

Languages / Volunteering / Awards / Free time

Languages

. Portuguese - Native
. English - B1.2

Free time

. 3D modulation
. 2X The Way of Saint James of Compostela
. Uber driver
. Investments in agriculture

Volunteering

. Fundada Festivities Committee
(2009 - 2013 - 2017- 2023)
. Caritas - fundraising (2014)

Awards

. Merit scholarship
(2021-2022 and 2022-2023)
. Winning work in the New Formats
  category at Made in DeCA (2023)