



PRODUCT DESIGNER | UX-UI DESIGNER

PORTUGAL

REMOTE

Joana Villar

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PROFILE

Experienced digital designer with an education in industrial design. Passionate about problem-solving, creativity, and innovative solutions that prioritise user needs by following principles and methods of human-centred design without compromising functionality or the product's primary objectives.

With over 15 years of experience, Joana has worked across various business sectors, including software, finance, data analysis, and healthcare. Has contributed to multinational companies such as Alfresco and Thomson Reuters (finance), where she gained in-depth knowledge of complex design processes, particularly with heavy data visualisation and rigorous and detailed design systems.

SKILLS

- UX research
- Design systems
- Wireframing
- Prototyping
- Usability testing
- Data visualization

TOOLS

- Figma
- Sketch
- Zeplin
- Photoshop
- Framer
- Notion

LANGUAGE

- Portuguese - **Native**
- English - **C2**
- Spanish - **B2**

EXPERIENCE

2022 – 2024

SENIOR UI/UX DESIGNER AT PARSER DIGITAL FOR IAG LOYALTY

FULL-TIME

REMOTE

- Conduct design research to support and validate product decisions.
- Design strategy through high-fidelity and detailed mock-ups showcasing various design approaches and solutions.
- Prototyping to understand and improve user flows, but mainly to conduct usability testing to improve user experience and gather user feedback in order to solidify design assumptions.
- Design a comprehensive design system and style guide to ensuring product consistency.
- Collaborating with the engineering team on any asset handoff and overseeing the design QA process.

2021 – 2022

SENIOR UI/UX DESIGNER AT PULSELY

FULL-TIME

REMOTE

- Design strategy and user-experience decisions related to Pulsely SaaS product.
- High-fidelity mockups and prototypes with comprehensive user flows.
- Detailed design system and style guide to bring consistency throughout the company's visual language.
- Partnering with the Engineer team with the handoff assets and design QA process.
- Conduct user testing with internal interviews to validate usability, solutions and collect feedback to enhance product decisions.

2019 – 2022

SENIOR UI/UX DESIGNER AT STARKDATA

CONTRACT

REMOTE

- Design a visual strategy and create a complex set of structural elements with rich data visualisation content powered by data analytics with the use of AI and ML.
- Define the best structure and design approach to allow a flexible product to adapt to different business' implementations and market diversification based on their solution target in Retail, Banking and Healthcare.
- Interpret the data provided and define the best data visualisation to apply for each content, based on the information goal
- Help to define new features within the product.
- Implementing a design system and style guide to keep the digital platform consistent. And detailed mock-ups and prototyped user flows to validate the user experience.

- 2021 – 2022 **SENIOR UI/UX DESIGNER AT DOWLING, BEST AND SMITH** CONTRACT REMOTE
- Consultant UI/UX Designer to identify and address UX needs across different projects.
 - Optimisation of complex user flows, developing intuitive and elegant experiences for different user needs with high-fidelity wireframes.
- 2016 – 2016 **SENIOR UI/UX DESIGNER AT FUTURE MOBILE MONEY** CONTRACT FULL-TIME LONDON-UK
- Design from scratch a new banking concept application for mobile Android in an environment that required strong problem-solving skills and independent self-direction.
 - Provide both highly analytical and creative ideas to a design engagement in a process with a full implementation of contemporary user-centred design methodologies with a high detailed visual design and implementation of an elaborate design system.
- 2015 – 2015 **SENIOR VISUAL DESIGNER AT ALFRESCO** CONTRACT FULL-TIME LONDON-UK
- Visual design mockups and user interfaces of multiple projects across the Alfresco platform, both for desktop and mobile applications.
 - Design system and detailed specifications to hand over all the necessary assets to the developers/engineers' team.
 - Partnering with the UX team to improve the user experience and create new design patterns, define and evolve the software platform.
- 2013 – 2014 **SENIOR VISUAL DESIGNER AT THOMSON REUTERS** FULL-TIME LONDON-UK
- Create, develop and produce groundbreaking visual solutions and artefacts of different products on multiple platforms, from desktop applications to mobile and tablet for Thomson Reuters Markets digital products, focused on the core product EIKON, a well-known and worldwide finance application.
 - Partnering with the UX Design and Engineer teams and collaborating in multi-disciplinary research, analysis and strategies to provide design solutions for Thomson Reuters digital products in line with the user and business needs.
 - Deliver high-fidelity mockups and update Design systems within the company's components library.
 - Assist and collaborate with the UX Research team on user testing interviews to collect information on user experience feedback to validate and calibrate design decisions.
- 2012 – 2012 **UI AND INTERACTIVE DESIGNER AT TEKUCHI** FULL-TIME LISBON-PT
- Create design solutions, concepts, strategies and visual designs for interactive systems to be implemented in marketing suites for luxury Real Estate companies, such as The Berkeley Group and Redrow in London.
 - Be part of the usability testing (QA) to guarantee that the product was properly delivered to the client.
- 2009 – 2012 **SENIOR VISUAL DESIGNER AT WAYMEDIA** FULL-TIME LISBON-PT
- Design strategy, aesthetic and visual attitude and the concept of the user interfaces in the Myway website and mobile application whose content was strictly based on streaming music services and music news.
 - Graphic design elements in website maintenance, as well as banners, newsletters, dissemination and advertising actions for Myway and Waybox (business streaming music service) and partners.

EDUCATION

- 1999 – 2004 **INDUSTRIAL / PRODUCT DESIGN AT UNIVERSIDADE LUSÍADA DE LISBOA**
Bachelor's Degree (pre-Bologna system)