

Paulo Marques

SENIOR UX/UI & GRAPHIC DESIGNER

Digital and Graphic Designer with over 20 years of extensive international experience in delivering innovative and effective design solutions across a variety of media and channels, both online and offline. User-Centric and Data Driven, adept at transforming - from concept to completion - complex requirements and concepts into engaging, functional and intuitive designs. Passionate about learning and improving.

EXPERIENCE

Freelance, Senior UX/UI Designer

BARCELONA, SPAIN | 2014 - PRESENT

Led the design of digital experiences and visual languages for products and projects for clients and teams worldwide across industries such as e-commerce, finance, automotive, technology, healthcare, pharma, fashion, sports, real state or gaming (UX/UI Design for web, mobile, hybrid and native apps, SaaS, IoT, Design Systems, Online Marketing, etc.).

Conducted user research, created personas, developed wireframes, mockups, prototypes, and high-fidelity "ready for implementation" designs.

Collaborated and communicated effectively with cross-functional teams and stakeholders to ensure designs aligned with business goals and technical constraints. Led and motivated staff ensuring the delivery of quality work, from ideation to product launch within scope, budget, time and to the highest standards.

NOTABLE PROJECTS

- **NETCAPITAL** (Fintech, USA): Led the end-to-end design process for both Netcapital Investor and Issuer platforms (UX/UI, Web, Design System, MUI);
- **AUDI** (Automotive, Germany): Led the UX/UI Design for AUDI Digital Twin project (UX/UI, Web, iOS App, Design System);
- **UNICEF** (USA/Switzerland/Brazil/Spain): UI/UX Design and implementation of a solution to allow users to submit their SDG Commitments (UNICEF 2030 Agenda), regarding the Global Forum for Children and Youth, held in Peru;
- **FOSSIL GROUP** (Fashion, Germany): Online marketing assets for campaigns and brands such as Fossil, Emporio Armani, Diesel, Michael Kors and Skagen;
- **PETRONAS** (Sports, Malaysia): Digital and Graphic Design for Petronas Moto GP team hospitality (UX/UI & Graphic Design, event materials, display ads & social media);
- **SUIFF** (Sports, Spain): UI/UX design for an intelligent training system (Web, IoT, App);
- **OPKO Health Europe** (Pharma, Spain): Branding, Packaging and eCommerce Design of a line of Nutritional Supplements for Vanir Health;
- **Horizons Optical** (Healthcare, Spain): UX/UI Design for an innovative system that allows customers to personalize and print tailored 3D glasses (UX/UI, web, IoT).

Email: pmarques73@gmail.com

Phone: (+34) 722 386 244

Website: www.paulomarques.pt

Portfolio: [PDF file format](#)

LinkedIn: [Profile Page](#)

Location: Barcelona, Spain

SKILLS

- **UI/UX Design expertise**
- Design for web, mobile apps, SaaS, IoT, eCommerce, etc.
- Wireframing, Concept Models, User Flows, Mockups, Prototyping
- Design Systems expertise
- Online Marketing (Email design, LPs, Display Ads & Social Media)
- Graphic Design, Branding, Packaging and Illustration
- Experience in Agile methodologies
- Strong understanding of web and mobile technologies, trends, principles & best practices (web, iOS and Android)
- Address design challenges with innovative solutions through data-driven decisions
- Collaborative Design Thinking mindset
- Ability to communicate ideas with confidence that engage and inspire
- Team player, organized, autonomous, open-minded, self-starter, fast-learner, hands-on and result-oriented
- Design Tools: **Figma, Adobe Suite**
- Development: **HTML5, CSS3, WP**
- Project and Team Management tools: **Trello, Jira, Slack, Confluence**

EDUCATION

Master's Degree in Communication Design
Faculty of Fine Arts, Lisbon University

CERTIFICATION

Professional Scrum Master (PSM1)
[Scrum Manager® Certified](#)

LANGUAGES

English, Spanish, Portuguese

Powerspace, Senior Web Designer & Creative Direction

BARCELONA, SPAIN | 2012 - 2014

- **Directed Creative Vision:** Led the creative direction for corporate design, ensuring consistency across all channels including website, marketing assets, and campaigns.
- **Collaborated with Marketing:** Worked closely with the Marketing team to create effective email marketing CRM campaigns for clients across Europe, optimizing them based on performance metrics.
- **Coordinated with Development:** Ensured accurate implementation of design specifications by coordinating with engineering/development team.

Aedgency, Senior Web Designer & Design Team Lead

BARCELONA, SPAIN | 2008 - 2012

- **Concept Development and Launch:** Led the definition, creation, and launch of interactive concepts for internal projects, online advertising, and affiliate marketing campaigns, including CRM campaigns (email, landing pages, display ads, and social media).
- **Design Standards and Processes:** Developed design standards, documentation, and processes to enhance internal design practices and ensure consistency.
- **Team Leadership:** Managed a team of 7-10 designers, providing vision, direction, and mentorship.

Freelance, Web & Graphic Designer

LISBON, PORTUGAL | 2006 - 2008

Designed brand identities, websites, packaging, and illustrations for various businesses.

Key projects include:

- **15th ASIAN GAMES DOHA, Qatar** (Organizing Committee): Led the design coordination and implementation of the games-time News & Results portal, collaborating with stakeholders and development teams.
- **OUTSYSTEMS:** Design visuals and printable corporate assets for a low-code app development platform.
- **PORTUGUESE MINISTRY OF EDUCATION:** Designed the web portal "Novas Oportunidades" (New Opportunities) aimed to increase educational access for the adult population in Portugal.
- **PATINTER:** Corporate rebrand for the largest Iberian road freight company group.
- **HOBSONS DE:** Regular cartoon illustrations for German job portal and magazine.

DGTDesign, Designer & Partner

LISBON, PORTUGAL | 2002 - 2006

Co-founded DGTDesign agency (Lisbon, Portugal) and managed the delivery of all creative projects for both online and offline channels.

Notable projects include:

- **THE WORLD BANK (USA):** Web Design for several projects led by The World Bank in Africa.
- **AUCHAN Portugal:** Intranet Design (UX/UI) for Auchan's central purchasing division.
- **RENAULT Portugal:** Graphic design and printable assets, including manuals, brochures, flyers, etc.
- **Event Design and Branding:** Managed event design and branding (brand image, signage, invitations, catalogues, programs, etc.) for several high-profile events:
 - **6th International Symposium on the Conservation of Monuments in the Mediterranean Basin**
 - **Le Forme dello Spirito:** International exhibition of Portuguese sacral art (Rome and Lisbon).

