

# PAULO MARQUES

UX/UI & GRAPHIC DESIGNER

**Professional Senior Designer with extensive international experience delivering design solutions to help drive client's businesses and create exceptional user experiences.**

## EXPERIENCE

2014-2023

### Senior Graphic & Digital Designer

at **Freelance**, Barcelona, Spain

Design digital experiences and visual languages for products and projects across all media and channels from web, mobile, social media to online marketing and conversion centred design.

Deliver UI/UX visuals of the end-to-end customer experience, design complete and complex flows for prototypes, POC and pilots: from ideation through to prototyping, usability testing and launch.

Contribute to and participate in vision exercises, roadmap development and strategic decisions with the rest of the team(s)/projects.

UX consultancy services (UX/UI design, usability testing, user navigation, consistency, etc.) and held design workshops at client's offices.

Some projects done:

- **Netcapital** - Lead Design, Design System, App Design, UI/UX design for American fintech company (USA);
- **AUDI (VW Group)** - UI/UX Design (web and iOS app) for Audi Digital Twin project (Seat Code, Spain/Germany);
- **UNICEF - Global Forum for Children and Youth** - UX/UI web design for SDG Commitments Hub platform for the Global Forum for Children and Youth 2021;
- **FOSSIL Europe** - Online Marketing visuals: social media and display assets for brands such as **Fossil, Emporio Armani, Diesel, Michael Kors and Skagen**;
- **PETRONAS (Moto GP Team)** - UI/UX design and visuals;
- **Kickstox.com** - UI/UX design of the end-to-end experience for Football fantasy trading game platform (Netherlands);
- **Suiff.com** - UI/UX design for Intelligent training system solution (web & app);
- **Vanir Health** - Branding, packaging design and eCommerce for OPKO Europe (create line of Food supplement products under different brands);
- **Made4U** - UI/UX design of a Touch Screen app (kiosk) for Horizons Optical: digital solution that allows users to create custom and tailored eyewear, fully personalized.

2012-2014

### Senior Web Designer & Creative Direction

at **Powerspace**, *Email Marketing*, Barcelona, Spain

Led the creative direction for the corporate design ensuring consistency across all channels (website, marketing assets, campaigns, etc.).

Worked closely with the Marketing team to create effective Email Marketing/CRM campaigns for clients across Europe, and then iterate and optimize based on performance metrics.

Coordinated with the Dev teams to ensure accurate implementation of the design specifications.

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## EDUCATION

Master Degree in Communication Design (Fine Arts, Lisbon University)

## SKILLS

- ✓ UI/UX Design
- ✓ Interaction design: wireframes, concept models, user flows and prototyping
- ✓ Strong understanding of web and mobile technologies
- ✓ Design Systems Expertise
- ✓ Usability "built-in"
- ✓ Best practices, web patterns, design guidelines & trends
- ✓ Email and Online Marketing
- ✓ Graphic and visual design
- ✓ Branding and Packaging
- ✓ Illustration
- ✓ Cross-Platform Expertise
- ✓ Project & Team Management
- ✓ User Centered Design
- ✓ English, Portuguese and Spanish

## TOOLS

- ✓ Adobe Suite (AI, PSD, AE)
- ✓ Figma, Sketch & Invision
- ✓ HTML5 and CSS3
- ✓ WordPress and Elementor PRO
- ✓ Trello, Slack, Jira

## CERTIFICATION

Professional Scrum Master (PSM1)  
Scrum Manager® Certified



2008-2012

## Senior Web Designer & Design Team Lead

at **Aedgency Online Marketing**, Barcelona, Spain

Led the definition, creation and launch of interactive concepts for internal projects, online advertising and affiliate marketing campaigns for external clients (CRM campaigns, email and LP design, display & social)

Developed design standards, documentation, and processes to enhance the internal design practices and consistency. Managed a team of 7-10 designers, providing vision, direction and mentorship.

2006-2008

## Web & Graphic Designer

at **Freelance**, Lisbon, Portugal

Designed new brandings, webs, packaging and illustrations for a variety of businesses, such as:

- Organising Committee for the **15<sup>th</sup> Asian Games in Doha, Qatar** - Led the design coordination and implementation of the games-time News & Results portal, liaising with all stakeholders and developer teams;
- UI/UX design and printable corporate assets for **Outsystems**, a low-code app development platform;
- **"Novas Oportunidades"** - web design (portal) for the **Portuguese Ministry of Education**, aimed to facilitate and increase access to schooling by the adult population;
- Corporate rebrand design for **Patinter**, the largest Iberian road freight company group;
- Regular Cartoon work for **Hobsons DE**, German job portal and magazine.

2002-2006

## Designer & Partner

at **DGTDesign Creative agency**, Lisbon, Portugal

Co-founded DGTDesign, managed and delivered all creative projects for both online and offline. Some projects done:

- **The World Bank** (Washington) - website design for projects led by The World Bank in Africa;
- **Auchan Portugal** - Designed the intranet for Auchan's central purchasing division;
- **Renault** - Graphic design and printable assets for Renault Portugal (manuals, brochures, flyers, roll-ups, etc.);
- Event design and branding (image, signage, invitations, catalogues, programs, etc.) for:
  - **6<sup>th</sup> International Symposium on the Conservation of Monuments in the Mediterranean Basin** held in Lisbon;
  - **Le Forme dello Spirito**, international exhibition of Portuguese sacral art (Rome and Lisbon).

2000-2002

## Web and Graphic Designer/Design team Lead

at **SOL-S, IT Company - Mota Engil Group**, Lisbon, Portugal

Managed the internal design team and coordinated with develop team, responsible for the creative direction and guidance to implement and ensure consistency of the design and visual communication.

Delivered design solutions for major SOL-S projects such as:

- **Portuguese Army** - web design;
- **Banco Santander** - intranet design;
- **Mercedes-Benz Portugal** - intranet design, working at client's premises, in outsourcing;

1997-2000

## Designer, Video Editor & Founder

at **Inovamedia, Video & Design Agency**, Lisbon, Portugal

Produced and edited corporate and technical videos, print design and digital design for clients such as:

- **Sony Portugal, Roche Laboratories, Portuguese Football Association, TVI, Nokia, Portuguese Sports Institute - CEFD** (under Portuguese Ministry of Sports);  
Designed the first official website of **Sporting Lisbon SCP** (Portuguese Premiere League Football team).