

I'm a multilingual **senior UX designer with 10 years experience** working in product development. I am skilled at addressing problems, researching and analyzing user and business needs and conceptualizing designs.

## EXPERIENCE

### BROADCASTING CENTER EUROPE

Broadcaster also providing other media services

Luxembourg, LU  
Since 2016

#### UX Design Lead | MEDIA

- Created the company software branding from scratch, this provided a fresh new modern look and added visual consistency to the several applications, which also **helped strengthen the brand**.
- I was a pioneer in developing TV graphics templates for a cheaper broadcasting alternative method that was appealing to lower budget customers and **contributed to a higher acquisition**.
- Created the interface for a B2B product that allows radio stations to produce and broadcast shows, resulting in a **new revenue stream** for the company.
- Implemented a user-centered design process for a major product redesign that **guided the UX team** through the various steps of the product development.
- Led the concept and visual design of a **call for tenders** for the European Council's live video streaming platform, which the company ended up **winning and developing**.

### FEELUNIQUE

Beauty products online retailer

London, UK  
DEC 2014 - NOV 2016

#### UX Designer | E-COMMERCE

- Continuously improved the mobile website through opportunity assessments and A/B testing, which resulted in a **100% increase in click-through to department page** and a **3% increase in product page views**.
- Developed a series of customizable web page templates that, the brands selling their products on the website, could use to display their products, promoting their brand however they wanted. This resulted in a **stronger partnership with the brand customers**.
- Created the style integration for the beauty product giant CHANEL, the company's most wanted customer for 9 years, which resulted in a **successful partnership**.

### GEONOMICS

Lottery game website using geolocation

London, UK  
OCT 2013 - DEC 2014

#### UX Designer | GAMING

- Led the conceptualization and development of the mobile website, which **increased the usage of the overall product by 10%**.
- I Improved the IA structure of the game website after taking the initiative to analyze its overly complex structure, resulting in a **more intuitive navigation** for the users and a **cleaner structure** for the developers to work with.
- I led user testing sessions that revealed serious issues with the website on tablet devices, the biggest being that users were not able to sign up for the service. Fixing the problem allowed the company to **increase user acquisition**.

## EDUCATION

### LONDON SCHOOL OF BUSINESS AND FINANCE LSBF

*Master of Business Administration  
- MBA*

JAN 2020 - JAN 2022

### FCT UNIVERSIDADE DE COIMBRA *Master in Design and Multimedia*

Coimbra, PT  
OCT 2008 - SEP 2010

### IPL - ESCOLA S. DE ARTE E DESIGN

*Bachelor in Multimedia Design*

Caldas da Rainha, PT  
SEP 2004 - JUL 2008

## COMPETENCIES

### UX

Problem exploration  
Research and discovery  
Conceptualization  
Observation and measurement

### Code

HTML  
CSS  
JavaScript  
ActionScript

### Favourite tools

Balsamiq  
Figma  
PhpStorm  
JIRA  
Trello

## LANGUAGES

English (native)  
Portuguese (fluent)  
French (fluent)  
Spanish (elementary)

## EXPERIENCE (CONTINUED)

### CITEECAR

Carsharing service running in Germany

Luxembourg, LU  
DEC 2011 – SEP 2013

#### *User Interface Designer* | CARSHARING

- Conceptualization and rebranding of the website redesign, which revealed a **higher engagement**.
- I performed an extensive competitor research and analysis that helped the business have a **better understanding of the other players in the market** and which weighed heavily on confirming the decision of where the service would be launched.
- I created an infographic presentation to jump-start a discussion between departments regarding roles, responsibilities and the process we would follow with the development of the website. This resulted in **a more open communication and a more efficient way of working within and across teams**.

### DIGITAL MINDS

iOS mobile and tablet app development company

Coimbra, PT  
NOV 2010 – MAY 2011

#### *User Interface Designer* | MOBILE DEV

- I led the company into the gaming market with mobile app game design, which got the start-up **another round of funding**.

## PROJECTS

### IOS GAMES

*Scare-o-matic, Live Video Puzzle and Ball in Space*

Coimbra, PT  
2011

Created the concept, visual design and game graphics for a sound game, a camera-based puzzle game and a physics-based game, in collaboration with a developer friend.

### WEBSITES

*Early days portfolio website (2011), Elizabeth's Place (2012), Lucy's Bed & Breakfast (2013) and In A Moment (2015)*

Luxembourg, LU – London, UK

Designed and built my first portfolio responsive website, designed and implemented two accommodation websites (owners had full seasonal bookings) and one feature film responsive website.

[www.samantha.pt](http://www.samantha.pt)

[www.elizabethsplaceazores.appspot.com](http://www.elizabethsplaceazores.appspot.com)

[www.lucysbnb.com](http://www.lucysbnb.com)

[www.inamoment.samantha.pt](http://www.inamoment.samantha.pt)