



RUI MENDES

I'm a UX/UI Designer, Graphic Designer, and Brand Manager with knowledge in AI Prompt Engineering and Web Design.

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🚗 Full driving licence // AM, A, B1, B 🌐 www.linkedin.com/in/ruisoaresmendes 🌐 www.rsmendes.com

As a UX/UI Designer and Graphic Designer, complemented by expertise in Brand Management, I excel at solving intricate challenges, creating user-friendly experiences, and developing compelling brand strategies. My diverse design projects range from intuitive interfaces to captivating visual identities, consistently enhancing brands.

I'm particularly enthusiastic about the ever-evolving design landscape and the exciting challenges it brings, including the integration of AI and emerging technologies. I'm committed to remaining at the forefront of design trends and AI advancements, aiming to deliver innovative solutions that contribute to the success of companies and the evolving design processes.

WORK HISTORY

UX/UI SENIOR DESIGNER & BRAND MANAGER

2017/2023 UNITED KINGDOM

Specialized in designing intricate web and app interfaces, I focus on enhancing user satisfaction and boosting conversions through user-centric designs.

I utilize user-centred principles to craft intuitive interfaces, leveraging analytics, task analysis, and participatory design for insights.

My approach involves creating interactive designs using tools like flow diagrams, site maps, and wireframes across multiple platforms. I conduct thorough UX research, including competitor analysis and test designs with prototypes.

Proficient in visual design, iconography, and Design Systems, I innovate for new products and refine existing systems.

Simultaneously, I developed distinct brands, assisted clients with their strategies and goals, and engaged in graphic design.

>> CREATIVE DIRECTOR AND BRAND MANAGER AT HEXANGULO ADVERTISING

2012 to 2017 - UNITED KINGDOM & PORTUGAL

>> BRAND MANAGER & GRAPHIC DESIGNER DIRECTOR PROCRIATIVO - ADVERTISING AGENCY

2001 TO 2012 - UNITED KINGDOM, PORTUGAL, SPAIN, AFRICA

>> GRAPHIC DESIGNER AND ART DIRECTOR AT PROVA - EVENTS AND CULTURAL MARKETING

1996 to 2001 - PORTUGAL

>> GRAPHIC DESIGNER AND MARKETING ASSISTANT AT MOTORPRESS LISBON

1994 to 1996 - PORTUGAL

>>> GRAPHIC DESIGNER AT YOUNG & RUBICAM

1993 to 1994 - PORTUGAL



RUI MENDES

— EDUCATION IN UX/UI DESIGN

- Google_Certification_Foundations of User Experience (UX) Design - 90%
- Google_Certification_Start the UX Design Process- Empathize, Define, and Ideate - 92.50%
- Google_Certification_Build Wireframes and Low-Fidelity Prototypes - 100%
- Google_Certification_Conduct UX Research and Test Early Concepts - 100%
- Courses in Figma, Sketch, Invision and Adobe XD
- Course in User Experience_UX UI Design
- Course in UX & Design Thinking
- Courses in Agile Methodology - Scrum & Kanban
- Course in Motion Design with Figma: Animations & Motion Graphics

— EDUCATION

- Course in Marketing, Advertising, Public Relations, Audiovisuals and Graphic Design
- Course in Business Model Innovation
- Courses in WordPress, Elementor and Digital Marketing,
- Courses in Adobe Illustrator, Photoshop, Indesign, Premiere & After Effects
- Google_Certification_Google Analytics Individual Qualification
- Courses in Python (basic) and Prompt Engineering

— TECHNICAL SKILLS

- Figma
- Adobe Xd
- Sketch
- InVision Studio
- WordPress / Elementor
- Adobe Illustrator, Photoshop, After Effects, Premiere
- Corel Draw
- Scrum
- Kanban
- Slack
- Miro
- Hotjar
- Google Analytics
- Social Media (Facebook, Instagram, LinkedIn, Twitter)
- ChatGPT, Midjourney and Adobe Firefly

— SKILLS

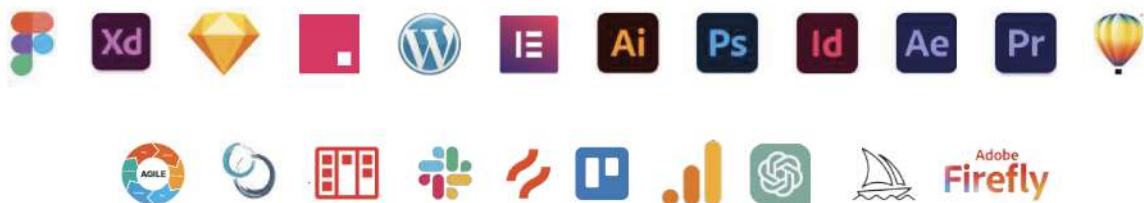
- UX Design
- UI Design
- AI Prompts Engineering
- Agile Methodology (Scrum & Kanban)
- Product Design
- Branding
- Marketing
- Strategy
- Graphic Design
- Digital Marketing
- Web Design
- Google Analytics
- Activation
- Production

— SOFT SKILLS

- Creative Thinking
- Leadership
- Energetic
- Team Work
- Resilience
- Strong Work Ethic
- Experience
- Empathy
- Effective Communication
- Problem-Solving Skills
- Professional
- Motivated
- Enthusiastic
- Creative

— LANGUAGES

- English - Portuguese - Spanish -



>> ACCESS TO MY PORTFOLIO >> <https://rsmendes.com/>

Some of the projects have confidentiality agreements, for this reason, it isn't possible to show all my work in my online portfolio