



RUI MENDES



+ 6 YEARS UX/UI DESIGNER

+ 20 YEARS GRAPHIC DESIGNER AND BRAND MANAGER

📍 Manchester, United Kingdom 📞 +44 (0)7555 569686 ✉️ ruism973@gmail.com
🚗 Full driving licence // AM, A, B1, B 📱 /ruisoaresmendes 🌐 www.rsmendes.com

With more than 6 years of experience in UX/UI design and 20 years in brand and graphic design, I specialize in helping companies grow through innovative design solutions. I create user-friendly interfaces and compelling brand strategies, focusing on improving user experiences and driving brand success. My work spans a wide range of projects, from intuitive digital experiences to strong visual identities. I stay updated with design trends and technologies, including AI, to ensure my solutions are at the forefront of industry advancements.

LANGUAGES

ENGLISH PORTUGUESE SPANISH

WORK EXPERIENCE

2017 - 2024
United Kingdom

UX/UI SENIOR DESIGNER & BRAND MANAGER / GRAPHIC DESIGNER

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

I apply user-centered design principles to craft intuitive interfaces, leveraging analytics, task analysis, and participatory design for actionable insights.

My approach includes creating interactive designs using 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 deliver innovative solutions for new products and refine existing systems.

Additionally, I developed distinct brands, assisted clients in refining their strategies, and contributed to graphic design. I also created graphic design materials and campaigns for various clients, delivering creative solutions tailored to their specific branding and marketing goals.

2022
London

During this period, in 2022, I worked full-time for a couple of months at BSI (British Standards Institution) in London, in a UI/UX capacity to improve their user experience and create a comprehensive Design Systems.

2023
Manchester

In 2023, I worked full-time for a couple of months as Principal UX/UI Designer at Wequote in Manchester, where I contributed to improving their desktop platform and played a key role in finalizing the UI design for the SNAGG App, which they successfully launched.

2012 - 2017

United Kingdom
& Portugal

CREATIVE DIRECTOR & BRAND MANAGER

HEXANGULO ADVERTISING

2001 - 2012

United Kingdom,
Portugal & Spain

BRAND MANAGER & GRAPHIC DESIGNER DIRECTOR

PROCRATIVO ADVERTISING AGENCY

1996 - 2001

Portugal

GRAPHIC DESIGNER AND ART DIRECTOR

PROVA – EVENTS AND CULTURAL MARKETING

1994 - 1996

Portugal

GRAPHIC DESIGNER AND MARKETING ASSISTANT

MOTORPRESS LISBON

1993 - 1994

Portugal

GRAPHIC DESIGNER

YOUNG & RUBICAM

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

TECHNICAL SKILLS

- Figma
- Adobe Xd
- WordPress / Elementor
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere
- Corel Draw
- Slack
- Google Analytics
- Social Media (Facebook, Instagram, LinkedIn, Twitter)
- ChatGPT, Gemini, Midjourney and Adobe Firefly
- Microsoft Word, Excel, Powerpoint, Teams

SKILLS

- UX Design
- UI Design
- AI Prompts Engineering
- Agile Methodology (Scrum & Kanban)
- Product Design
- Branding
- Graphic Design
- Marketing
- Strategy
- 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

>> ACCESS TO MY WEBSITE AND 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