



RUI MENDES



+ 6 YEARS **UX/UI DESIGNER**

+ 20 YEARS **GRAPHIC DESIGNER & BRAND MANAGER**

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

With over 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 enhancing user experiences and driving brand success. My expertise spans a wide range of projects, from intuitive digital experiences to strong visual identities. By staying updated with design trends and technologies, including AI, I ensure my solutions remain at the forefront of industry advancements.

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

LANGUAGES

ENGLISH ●●●●○ PORTUGUESE ●●●●● SPANISH ●●●○○

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, Adobe Photoshop, Adobe Indesign, Adobe Premiere & Adobe After Effects
- Google_Certification_Google Analytics Individual Qualification

WORK EXPERIENCE

08/2023 – 07/2024 | United Kingdom

UX/UI SENIOR DESIGNER & BRAND MANAGER

Company: **Hexangulo Advertising**

- Designed and developed web and mobile interfaces focused on improving user engagement and conversions using data-driven UX strategies.
- Applied human-centered design techniques to create intuitive and seamless user experiences, supported by analytics and task mapping.
- Delivered interactive prototypes and wireframes for multi-platform use, ensuring consistency and efficiency.
- Conducted UX research, including user testing and competitor analysis, to enhance product functionality.
- Created scalable Design Systems to maintain consistency in branding and visual elements across projects.
- Collaborated with clients on comprehensive brand strategies and provided customized design solutions.

04/2023 – 07/2023 | United Kingdom

PRINCIPAL UX/UI SENIOR DESIGNER

Company: **WEQUOTE CLOUD**

- Led UX/UI design for the desktop platform at WeQuote in Manchester.
- Played a key role in finalizing the UI design for the SNAGG app, successfully launched on Apple and Google Play stores.

06/2022 – 03/2023 | United Kingdom

UI SENIOR DESIGNER & GRAPHIC DESIGNER

Company: **W2ADVERTISING AGENCY**

- Developed UI designs for various apps and websites for multiple clients.
- Created distinctive brand identities for clients across different industries.

03/2022 – 05/2022 | United Kingdom

UX/UI DESIGNER

Company: **BSI – BRITISH STANDARDS INSTITUTION**

- Contributed to enhancing the Design System, ensuring responsiveness across devices.
- Collaborated on developing UI components like icons, cards, and product listings, ensuring scalability and responsiveness.
- Assisted in testing and optimizing design variations for a better desktop and mobile experience.
- Helped standardize visual elements and UX patterns, ensuring consistency across the platform.



01/2017 – 02/2022 | United Kingdom

PRINCIPAL UX/UI SENIOR DESIGNER

Company: **HEXANGULO ADVERTISING**

- Led design projects for web and mobile interfaces, focusing on improving user satisfaction and increasing conversions through data-driven UX designs.
- Implemented user-centered design methodologies to create seamless, intuitive experiences, incorporating analytics, task flows, and participatory design methods.
- Produced interactive prototypes and wireframes, ensuring cross-platform consistency and usability.
- Conducted thorough UX research, including usability testing and competitor analysis, to optimize the product experience.
- Developed scalable Design Systems to improve visual consistency across multiple platforms and projects.
- Collaborated closely with clients to shape their brands, refine strategies, and execute high-quality graphic design materials and campaigns tailored to their business goals.

03/2012 – 12/2016 | Portugal

SENIOR GRAPHIC DESIGNER & BRAND DESIGNER

Company: **HEXANGULO ADVERTISING**

- Designed branding and graphic materials for a diverse range of clients, ensuring creative concepts aligned with their marketing objectives.
- Developed comprehensive brand identities, including logos, visual guidelines, and promotional materials for both print and digital platforms.
- Worked closely with clients to translate their vision into cohesive visual solutions that enhanced their brand image and market presence.
- Specialized in iconography, visual design, and high-quality graphic deliverables.
- Led the creative direction of various projects, from initial concept through execution, including website and app interfaces with a focus on maintaining brand integrity.

03/2001 – 01/2012 | Portugal

BRAND MANAGER & GRAPHIC DESIGNER DIRECTOR

Company: **Procriativo Advertising Agency**

07/1996 – 01/2001 | Portugal

GRAPHIC DESIGNER & ART DIRECTOR

Company: **Prova – Events and Cultural Marketing**

04/1994 – 05/1996 | Portugal

GRAPHIC DESIGNER & MARKETING ASSISTANT

Company: **Motorpress Lisbon**

06/1993 – 02/1994 | Portugal

GRAPHIC DESIGNER

Company: **Young & Rubicam**

>>>>>>>> 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