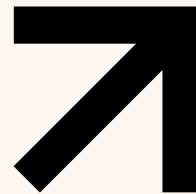**CV**

RUI SOARES MENDES

+25 YEARS OF EXPERIENCE IN BRANDING & DESIGN + 8 YEARS IN UX/UI DESIGN & INNOVATION IN AI

HELLO !

I am a creative strategist and designer with over 25 years of experience in Branding, Graphic Design, and Communication, and 8 years in UX/UI Design.

My proven track record includes creating cohesive and impactful brand experiences - both physical and digital - that align creativity, strategic thinking, and technology with business goals and user needs, with a strong focus on strategy, marketing, and digital marketing.

CONTACTS +351 912 446 113
+44 (0)7555 569686

RUI.MENDES@RSMENDES.COM | WWW.RSMENDES.COM
LINKEDIN.COM/IN/RUISOARESMENDES

PROFESSIONAL SUMMARY

My professional journey spans various sectors, including luxury hospitality, real estate, technology, retail, services, and consumer products across international markets such as Portugal, the UK, the US, Spain, France, Africa, and the Middle East. This has provided me with a broad and adaptable perspective, working with both B2C and B2B companies.

After 9 years in the United Kingdom and now back in Lisbon, I am available for opportunities in Portugal or abroad.

My experience is supported by a background in Marketing, Public Relations, Audiovisuals & Graphic Design, along with continuous and certified training in Brand Management, UX/UI Design, AI Prompt Engineering, Web Design, Digital Marketing, and Agile/Scrum methodologies - giving me a versatile and innovative market understanding.

I am a team player, capable of leading initiatives, managing cross-functional teams, and collaborating effectively to deliver solutions that strengthen client relationships, drive business goals, and generate long-lasting value.
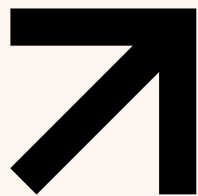
EXPERIENCE

HEAD OF BRAND MANAGEMENT & SENIOR UX/UI DESIGNER
HEXANGULO ADVERTISING | LONDON, UK | AUG 2023 - MAY 2025

- Management of multiple client accounts across various sectors, developing and implementing branding, UX/UI, and digital marketing strategies aligned with business objectives.
- Design and development of web and mobile interfaces based on data-driven UX strategies.
- Creation of wireframes, prototypes, and scalable design systems.
- Conducting UX research, competitor analysis, and user testing.
- Development of brand identities and marketing materials for clients.
- Management of physical and digital marketing campaigns for clients across different industries.

PRINCIPAL UX/UI DESIGNER & BRAND MANAGER
WEQUOTE | MANCHESTER, UK | APR 2023 - JUL 2023

- Led UX/UI design for the desktop platform and the SNAGG mobile app (iOS and Android).
- Created user flows, design systems, and interactive prototypes.

UI SENIOR DESIGNER & GRAPHIC DESIGNER
W2ADVERTISING AGENCY| LONDON, UK | JUN 2022 - MAR 2023

- Developed interfaces for websites and applications.
- Created brand identities and marketing materials for clients.

UX/UI DESIGNER
BSI – BRITISH STANDARDS INSTITUTION| LONDON, UK | FEB 2022 - MAY 2022

- Contributed to the improvement of BSI's Design Systems across desktop and mobile platforms.
- Developed UI components (icons, cards, product listings) with a focus on scalability and consistency.
- Conducted usability testing and implemented design enhancements based on analysis and user feedback.

PRINCIPAL UX/UI DESIGNER & BRAND MANAGER
HEXANGULO ADVERTISING | LONDON, UK | JAN 2017 - FEB 2022

- Led UX/UI projects with a focus on brand consistency and digital engagement.
- Developed responsive interfaces, user flows, and brand systems.
- Managed physical and digital marketing campaigns, as well as client presentations.

DESIGNER GRÁFICO SENIOR & BRAND DESIGNER
HEXANGULO ADVERTISING | LISBON, PORTUGAL | MAR 2012 - DEC 2016

- Developed brand identities and comprehensive marketing communication strategies.
- Created digital, print, and social media materials across various sectors.

EDUCATION & CERTIFICATIONS

UX/UI DESIGN & DIGITAL

GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE - FINAL GRADE: 95.62%
Foundations of UX Design // Empathize, Define & Ideate // Low - and High-Fidelity Wireframes & Prototypes // UX Research & Testing

ADDITIONAL COURSES:
UX & DESIGN THINKING · UX/UI PRODUCT DESIGN · MOTION DESIGN WITH FIGMA · AGILE METHODOLOGY
TOOLS: FIGMA, SKETCH, ADOBE XD, INVISION

PROMPT ENGINEERING: FROM ZERO TO SCRIPTING AI WORKFLOWS
LEARNW / CERTIFICATION IN AI PROMPT ENGINEERING
Focus: Creation of structured AI prompts to optimize creative workflows in branding, UX, and digital content generation.

BRAND MANAGEMENT

BRAND MANAGEMENT: ALIGNING BUSINESS, BRAND AND BEHAVIOUR
UNIVERSITY OF LONDON / LONDON BUSINESS SCHOOL - FINAL GRADE: 96.57%
Focus: Brand equity, strategic alignment, marketing, and behaviour.

RUI SOARES MENDES

HOSPITALITY LUXURY BRAND MANAGEMENT - FINAL GRADE: 97.5%
STARWEAVER / CERTIFICATE IN HOSPITALITY BRAND MANAGEMENT

Focus: Luxury brand building, marketing strategies, brand equity in hospitality, and excellence in customer experience.

MARKETING, BRANDING, GRAPHIC DESIGN & ARCHITECTURE

MARKETING, ADVERTISING, PUBLIC RELATIONS, AUDIOVISUALS & GRAPHIC DESIGN
EPCI - Professional School of Communication and Image, Portugal

ARCHITECTURE (COURSE NOT COMPLETED)
Lusófona University, Portugal

ADDITIONAL COURSES:
BUSINESS MODEL INNOVATION · WORDPRESS · ELEMENTOR · DIGITAL MARKETING
ADOBE CREATIVE SUITE: ILLUSTRATOR, PHOTOSHOP, INDESIGN, PREMIERE

DATA ANALYSIS
GOOGLE ANALYTICS IQ CERTIFICATION

TECHNICAL SKILLS

DESIGN & GRAPHIC TOOLS
- Adobe Illustrator · Adobe Photoshop · Adobe InDesign · CorelDRAW · Canva · Kittl

UX/UI TOOLS
- Figma · Adobe XD · InVision · Sketch

WEB & CMS
- WordPress · Elementor

VIDEO & MOTION DESIGN
- Adobe Premiere Pro · Adobe After Effects · CapCut

AI TOOLS - CONTENT & PRODUCTIVITY
- ChatGPT · Gemini · Claude · Eleven Labs · Heygen

AI TOOLS - VIDEO
- Google Veo · Kling · MiniMax · Runway · Heygen

AI TOOLS - IMAGE
- Google Imagen 3 · Mystic · Ideogram · Flux · Classic · Midjourney · Firefly · Runway DALL·E · Leonardo · Rectraft

AI TOOLS - AUDIO & PODCASTS
- NoteLLM · Eleven Labs · Freepik · Heygen

AI TOOLS - PRESENTATIONS & AUTOMATION
- Gamma · Notebook LLM

MARKETING & ANALYTICS
- Google Analytics · Social Media Campaigns · Campaign Optimization

PRODUCTIVITY & COLLABORATION
- Microsoft Word · Excel · PowerPoint · Google docs · Slack · Zoom · Teams · WhatsApp

RUI SOARES MENDES

RUI SOARES MENDES

CORE SKILLS

UX/UI DESIGN · BRANDING · GRAPHIC DESIGN · PRODUCT DESIGN
DESIGN THINKING · DIGITAL STRATEGY · MOTION DESIGN · VIDEO EDITING
IMAGE EDITING · AI WORKFLOW INTEGRATION · PROMPT ENGINEERING
DESIGN SYSTEMS · AGILE METHODOLOGY · SEO

SOFT SKILLS

CREATIVE THINKING · STRATEGIC VISION · TEAM COLLABORATION · EMPATHY
PROBLEM SOLVING · ADAPTABILITY · COMMUNICATION · LEADERSHIP
CRITICAL THINKING · INNOVATION MINDSET · STRONG WORK ETHIC

LANGUAGES

PORTUGUESE - NATIVE   **ENGLISH** - FLUENT   **SPANISH** - BASIC

AVAILABLE FOR FULL-TIME WORK IN PORTUGAL, EITHER ON-SITE OR REMOTE.
OPEN TO FULL-TIME OR FREELANCE OPPORTUNITIES IN UX/UI, BRANDING, MARKETING,
GRAPHIC DESIGN, AND CREATIVE ROLES, BOTH NATIONALLY AND INTERNATIONALLY.

ACCESS TO MY WEBSITE AND PORTFOLIO

WWW.RSMENDES.COM

Due to confidentiality agreements,
some projects are not available online.

A more complete portfolio can be provided
upon request, whenever permitted.