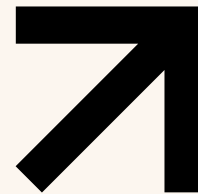




# HELLO !



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

COVER  
LETTER

**RUI SOARES MENDES**

I am expressing my strong interest in opportunities in the areas of Brand Management, UX/UI Design, Graphic Design, and Art Direction. With over 25 years of experience in Branding, Graphic Design, and Communication, and 8 years in UX/UI Design, my proven track record includes the creation of 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.

My professional path spans several sectors, including luxury hospitality, real estate, technology, retail, services, and products, in a variety of international markets such as Portugal, the UK, the USA, Spain, France, Africa, and the Middle East. This has given me a broad and adaptable perspective, having worked with both B2C and B2B companies. After 9 years in the UK, I have returned to Lisbon and am available for opportunities in Portugal or elsewhere.

My experience is backed by a strong educational foundation in Marketing, Public Relations, Audiovisuals & Graphic Design, combined with continuous certified training in Brand Management, UX/UI Design, AI Prompt Engineering, Web Design, Digital Marketing, and Agile/Scrum methodologies - providing me with a versatile and innovative market perspective. I work well in teams and, when needed, I take the lead on initiatives, manage cross-functional teams, and collaborate effectively to deliver solutions that strengthen client relationships, drive business goals, and generate lasting value.

**I believe that my skills and strategic approach can bring meaningful value to your team. Part of my portfolio is available at [www.rsmendes.com](http://www.rsmendes.com) (some projects are not displayed due to confidentiality agreements). Attached is my CV for your review, and I would be pleased to further discuss how my qualifications can benefit your organization.**

**Thank you for your time and attention.**

Kind regards,  
Rui Soares Mendes

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

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