RUI SOARES MENDES

CREATIVE DIRECTOR | BRAND STRATEGIST
| SENIOR UX/UI DESIGNER | AI WORKFLOW SPECIALIST

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rsmendes.com | LinkedIn | Lisbon, Portugal

PROFESSIONAL SUMMARY

Creative strategist and designer with over 25 years of experience in Graphic Design, Branding and Communication, including 8 years in UX/UI Design and Generative AI workflows. Specialised in building complete brand ecosystems, from concept to implementation across digital and physical channels, with a focus on creating and executing marketing and advertising strategies that deliver measurable results.

Proven track record in Luxury Hospitality (+15 hotels 4-5★), Premium Real Estate, B2B/SaaS Technology and Retail, across international markets (Portugal, United Kingdom, Angola, Spain, UAE, USA). Combines strategic thinking with hands-on execution in brand strategy, design systems, web development, digital marketing and Generative AI integration to accelerate delivery without compromising creative quality.

+25 Years	+15 Hotels	+50 Brands	+40%	60%
Design & Branding	Luxury Hospitality 4-5★	Identities Created	Digital Engagement	Time-to-Market Reduction

CORE SKILLS

Brand Strategy • Creative Direction • UX/UI Design • Design Systems • Graphic Design • Visual Identity • Digital Marketing • Advertising • WordPress & Elementor • Social Media Management • Generative AI Workflows • Information Architecture • Project Management • Creative Leadership

PROFESSIONAL EXPERIENCE

Head of Brand Strategy & Creative Director

Hexangulo Advertising | London & Lisbon   **Aug 2023 – Feb 2026**

Led brand strategy and creative direction for a B2B and B2C client portfolio across Hospitality, Real Estate, SaaS Technology and Retail.

- Branding, UX/UI and digital marketing strategies: average growth of up to 40% in engagement and up to 25% in lead conversion.
- Complete brand identities (naming, logo, guidelines, cross-platform applications) using Adobe Illustrator, Photoshop and InDesign.
- Digital marketing and advertising strategies: integrated cross-channel campaigns and social media content.
- Corporate and e-commerce websites on WordPress/Elementor (on-page SEO, analytics, conversion optimisation).
- Responsive web/mobile interfaces, scalable design systems and interactive prototypes in Figma.
- Generative AI workflows (ChatGPT, Claude, Midjourney, Veo, Runway), reducing time-to-market by 60%.

Lead UX/UI Designer & Brand Strategist

WeQuote (B2B SaaS) | Manchester, UK   **Apr – Jul 2023**

Complete redesign of the desktop platform and SNAGG mobile app (iOS/Android) for field engineers.
- End-to-end design system in Figma, simplifying complex user flows.
- High-fidelity prototypes validated through testing with real users.
- Intuitive interface integrating time tracking, quoting and real-time profitability measurement.

Senior Brand & UI Designer

W2 Advertising Agency | London, UK   **Jun 2022 – Mar 2023**

Complete brand identities and digital interfaces for Retail, Tech and Financial Services.
- Logos, visual guidelines and print materials using Adobe Creative Suite.
- Websites, e-commerce and landing pages in Figma for conversion to WordPress/Elementor.
- Visual content for social media and integrated cross-channel campaigns.

UX/UI Designer

BSI – British Standards Institution | London, UK   **Feb – May 2022**

Evolution of BSI's corporate Design System across desktop and mobile platforms.
- UI components focused on scalability and cross-platform consistency.
- Usability testing and improvements based on data analysis and qualitative feedback.

Lead Brand Designer & UX/UI Strategist

Hexangulo Advertising | London, UK   **Jan 2017 – Feb 2022**

End-to-end brand strategy and design for international clients, with a focus on Luxury Hospitality.
- Branding for +12 hotels 4-5★: Conrad Algarve, Hilton Vilamoura, Crowne Plaza, Tivoli Hotels, Savoy, Pestana Vacation Club, Anfi, HCTA (Angola), among others.
- Visual identities, responsive websites, booking systems, print materials and marketing & advertising campaigns.
- Results: occupancy +10-16%, RevPAR +18%, ROI 3:1, organic traffic +27%.
- Full web cycle: wireframes, design, WordPress development, SEO and maintenance.
- Social media marketing, email marketing, PPC and Google Ads.

Senior Brand Designer & Graphic Designer

Hexangulo Advertising | Lisbon, Portugal   **Mar 2012 – Dec 2016**

Branding strategies and brand identities for Hospitality, Real Estate, Retail and Services.
- Branding for +50 brands including hotels: corporate, guest, commercial and facilities areas (spas, kids clubs, F&B, MICE).
- Visual identity, signage, naming, brand guidelines, stationery, packaging and promotional materials.
- Websites, microsites, social media content, print materials and integrated communication & advertising campaigns.
- Began transition to UX/UI Design through digital interfaces and UX optimisation.

TECHNICAL SKILLS

Graphic Design & Branding: Adobe Illustrator, Photoshop, InDesign, Canva, CorelDRAW, Kittl

UX/UI & Prototyping: Figma, Adobe XD, Wireframing & Prototyping, Information Architecture

Video & Motion Design: Adobe Premiere Pro, After Effects, CapCut, Canva, Heygen

Web Development: WordPress, Elementor, On-page SEO, Google Analytics

Social Media: Instagram, Facebook, LinkedIn, TikTok, YouTube | Meta Business Suite, Mailchimp

Generative AI – Text: ChatGPT (GPT-4, Canvas), Claude (Sonnet, Opus), Gemini (2.0 Flash, Pro), NotebookLM, Gamma, Manus

Generative AI – Image: Google Banana Pro, Midjourney, Firefly, Flux (Pro, Dev), DALL·E 3, Google Imagen 3, Leonardo, Ideogram

Generative AI – Video: Google Veo 3, Sora, Runway Gen-3, Kling AI, MiniMax, Heygen, CapCut

Generative AI – Audio: NotebookLM, Eleven Labs, Freepik, Heygen

AI – Presentations: Gamma, NotebookLM, Claude, ChatGPT, Manus

Marketing & Advertising: Google Analytics, Google Ads, Meta Ads, LinkedIn Campaign Manager, Email Marketing

Collaboration & Productivity: Slack, Zoom, Teams, WhatsApp, Microsoft Office

EDUCATION & CERTIFICATIONS

BRAND MANAGEMENT & STRATEGY

Brand Management: Aligning Business, Brand and Behaviour | Univ. London / London Business School **| Grade: 96.57%**

Brand equity, strategic positioning, brand architecture, marketing and behaviour.

Luxury Hospitality Brand Management | Starweaver **| Grade: 97.5%**

Luxury brands, premium marketing strategies, brand equity in hospitality.

UX/UI DESIGN & AGILE METHODOLOGIES

Google UX Design Professional Certificate | Google **| Grade: 95.62%**

UX Fundamentals | Empathise, Define & Ideate | Wireframes & Prototypes | Research & Testing

Additional: UX & Design Thinking | UX/UI Product Design | Motion Design with Figma | Agile/Scrum

ARTIFICIAL INTELLIGENCE & AUTOMATION

AI Prompt Engineering: From Zero To Scripting AI Workflows | LearnW

Structured prompts for creative workflows in branding, UX and digital content.

DIGITAL MARKETING & GRAPHIC DESIGN
Marketing, Advertising, PR, Audiovisuals & Graphic Design | EPCI, Portugal

Google Analytics Certification | Google

   Additional: Business Model Innovation | WordPress | Elementor | Digital Marketing | Adobe Suite | Premiere | After Effects

ADDITIONAL EDUCATION
Architecture (Incomplete Degree) | Universidade Lusófona, Portugal

SOFT SKILLS

Leadership & Strategy: Strategic Vision, Creative Thinking, Creative Direction, Critical Thinking, Brand Strategy

Collaboration & Communication: Teamwork, Communication, Empathy, Adaptability, Stakeholder Management

Execution & Innovation: Problem Solving, Innovation Mindset, Strong Work Ethic, Project Management, Attention to Detail

LANGUAGES

Portuguese – Native | **English** – Fluent | **Spanish** – Intermediate

AVAILABILITY

Greater Lisbon, Cascais Line, Sintra Line | On-site, Hybrid or Remote

Portfolio: www.rsmendes.com | *Full portfolio available upon request*

CONTACTS

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