



RUI SOARES MENDES

CREATIVE DIRECTOR | BRAND STRATEGIST

SENIOR UX/UI DESIGNER | AI WORKFLOW SPECIALIST

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Hello,

I am expressing my strong interest in opportunities in the areas of Brand Management, Creative Direction, UX/UI Design, Graphic Design and Digital Marketing. As a creative strategist and designer with over 25 years of experience in Branding, Graphic Design and Communication, including 8 years in UX/UI Design and Generative AI workflows, my proven track record includes 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.

My professional journey spans sectors including Luxury Hospitality (+15 hotels 4-5★ including Conrad Algarve, Hilton Vilamoura, Crowne Plaza, Tivoli Hotels, Pestana Vacation Club), Premium Real Estate, B2B/SaaS Technology and Retail, across international markets (Portugal, United Kingdom, Angola, Spain, UAE, USA), working with both B2C and B2B companies. I combine 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.

My experience is backed by a foundation in Marketing, Public Relations, Audiovisuals and Graphic Design, complemented by certifications in Brand Management (University of London / London Business School – 96.57%), UX/UI Design (Google – 95.62%), Hospitality Luxury Brand Management (Starweaver – 97.5%), AI Prompt Engineering and Agile/Scrum methodologies. I work well in teams and, when needed, lead initiatives and manage cross-functional teams 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 (some projects are not displayed due to confidentiality agreements). Attached is my CV for your review, and I would be pleased to discuss how my qualifications can benefit your organisation.

Thank you for your time and attention.

Kind regards,

Rui Soares Mendes