

RUI SOARES MENDES

UX/UI & Brand Designer · Web & App · Identity Systems & Campaigns

Design Systems · Creative Direction · AI Image & Video

rsmendes.com ↗ | LinkedIn ↗ | Open to permanent, fixed-term & freelance

Lisbon, Portugal · +351 912 446 113 · +44 7555 569686 · rui.mendes@rsmendes.com

UX/UI design — I design websites and apps from research to final UI: user flows, wireframes, prototypes, usability testing and design systems in Figma, working in Agile/Scrum teams through to developer handoff.
Brand — I build brands from the ground up: logo and corporate identity, stationery and applications across different materials, campaigns, print and packaging, all the way to market.
I follow each project for as long as it needs me, so it meets its goals and the product and the brand speak with one voice. **Craft first, AI-accelerated.**

4 five-star hotel openings | 15+ four- and five-star hotels | 50+ brand identities

6 markets: Portugal · UK · Angola · Spain · UAE · USA

See the work rsmendes.com/work ↗

(Core skills)

UX/UI & product: UX/UI design · User research & usability testing · User flows & wireframes · Prototyping · Design systems (Figma) · Web & app design (WordPress/Elementor)
Brand & communication: Brand development · Brand strategy & positioning · Visual identity systems · Brand guidelines · Campaigns & launches · Art direction · Packaging & signage · Motion design · AI image & video

(How I work)

- I start by listening: the brief, the goals, the product and the people it is for.
- New projects begin with research: market, competitors, audience, risks and opportunities.
- I build the system, or follow existing guidelines, so every screen and every piece has a clear job.
- I take it through to launch: developer handoff, print production, suppliers, timings, day one.
- In teams I work with Agile/Scrum and Double Diamond; on my own I cover what usually needs several people.

(Experience)

Independent Senior Consultant · UX/UI, Brand Design & Campaigns — Jan 2022 – Present

Full-time contracts, fixed-term roles and project work for clients across hospitality, retail, finance, technology and real estate. Selected engagements below; others are confidential.

UX/UI Designer · Banking app, Angola · Feb–Oct 2026 · under NDA

- UX research, user flows and UI design for a new mobile banking app.

Lead UX/UI Designer & Brand Strategist · WeQuote (B2B SaaS) · Apr–Jul 2023 · Manchester, UK

- Redesigned the desktop platform and the **SNAGG** field app (iOS/Android); built the design system in Figma.
- Scenario-based usability tests with 12 field technicians.
- Shipped on the App Store and Google Play.

UX/UI Designer · BSI, British Standards Institution · Feb–May 2022 · London, UK

- Evolved the corporate design system across desktop and mobile, on a complex platform selling and licensing UK standards.
- Usability testing and data-led improvements for cross-platform consistency.

UX/UI Designer · Direct clients · 2022–2023 · solo

- **Reno** (2023): brand, responsive website and a renovation planner where customers choose style and materials and plan the whole build; launched in 2023.
- **Food Delivery app** (2022, under NDA): every stage, from research, personas and journey maps to A/B tests, clickable prototypes, design system and developer handoff; live order tracking from kitchen to door.
- **Store Furniture** (2022, under NDA): retail app in five weeks, with the checkout tested with real users.

Brand Designer · Direct clients · 2024 – Present

- **Comporta Eyewear:** premium Portuguese eyewear brand built from the ground up: positioning, identity, three collections, packaging, editorial, campaign, retail, website and app (in progress).
- **Kudissucula:** identity and AI-produced imagery for an Angolan natural haircare brand (in progress).
- **Cosy Corner Apartments**, Luanda: brand for a premium stays offer; delivered 2024.
- **RSM Design System:** my own written brand standard (one typeface, seven tones, one grid, six rules) behind my website, CV, presentations and films.

Senior Consultant, Campaigns & UX/UI Design · External consultant, London · Jun 2022 – Mar 2023

- Brand identities, websites, landing pages and cross-channel campaigns for retail, tech and financial-services clients.

Senior Consultant · Hexangulo Advertising and direct clients · ongoing

- Brand, campaigns, UX/UI design and web design for clients across different sectors, including ongoing work for **Pestana Group**.

Founder & Creative Director · Hexangulo Advertising · Portugal, UK & Angola — 2009 – Dec 2021

End-to-end brand work, from first brief to delivery, in print and digital: naming, identity, guidelines, signage, packaging, brand collateral, websites, social content and campaigns, plus supplier and production management. UX/UI design where a brand's position called for it, including a **telemedicine app** (2021) and the **Digital Bank** mobile banking app (2021–2022), designed end to end and solo with the bank's strategy and marketing teams (both under NDA).

- **Conrad Algarve:** pre-opening, the full brand rollout and all brand collateral, in print and digital.
- **Crowne Plaza Vilamoura:** full branding and collateral, including the Almond Tree spa brand.
- **Savoy Signature:** 17 F&B and spa brands for the group's new hotel in Madeira.
- **Farol Hotel**, Cascais: full branding across the hotel, food & beverage and guest communication.
- **Penina Hotel & Golf Resort** and **Dona Filipa Hotel:** rebrands.
- **Anfi Prestige:** brand development for Anfi.
- **Pestana Group** and **Pestana Vacation Club:** rebrand of brochures and commercial materials; still a client today.
- **Farmácias de Angola** for Kero: full branding, store design and all brand collateral; 8+ pharmacies opened.
- **Espaço Gourmet** and **Kibéu** for Kero: full branding and collateral.
- **Three Towers Residence**, Luanda: full branding, wayfinding and collateral.
- Among other clients across many sectors.

Brand Manager & Graphic Design Director · Procriativo Advertising Agency · Lisbon — 2001 – Jan 2009

Led creative teams on brand identities and campaigns, from strategy to execution in print and digital.

- **Hilton Vilamoura As Cascatas Golf Resort & Spa:** logo and all collateral from pre-opening, in print and digital, across the hotel, restaurants, spa and kids club; then seasonal campaigns.
- **HCTA**, Hotel de Convenções de Talatona, Angola's first five-star hotel: all collateral for its opening, in print and digital, across the hotel, commercial, food & beverage, conferences and spa.

Graphic Designer & Art Director · Lisbon 1993 – 2001

Prova Events & Cultural Marketing (1996–2001) · **Motorpress** Lisboa (1994–96) · **Young & Rubicam** Lisbon (1993–94).

(Tools)

Design & print: Illustrator, Photoshop, InDesign, Kittl, Canva

UX/UI design: Figma, FigJam, Google Stitch

AI image: Midjourney, Nano Banana Pro, Firefly, Flux, Magnific, Ideogram

AI video & voice: Google Flow, Veo, Kling, Runway, Sora, Higgsfield, HeyGen, ElevenLabs

AI build & research: Claude, Claude Code, Codex, ChatGPT, Gemini, NotebookLM, Manus, Gamma

Motion & web: After Effects, Premiere Pro, CapCut, WordPress, Elementor, on-page SEO, Google Analytics

Marketing: Meta Ads, Google Ads, LinkedIn Campaign Manager, Mailchimp, Meta Business Suite

Communication: Slack, Microsoft Teams, Zoom, Google Meet, WhatsApp

(Education & training)

Brand Management: Aligning Business, Brand and Behaviour — University of London / London Business School · 2025

Luxury Hospitality Brand Management — Starweaver · 2025

Google UX Design Professional Certificate — Google · 2023

AI Prompt Engineering: From Zero to Scripting AI Workflows — LearnW · 2023

Google Analytics Certification — Google · 2021

Marketing, Advertising, PR, Audiovisuals & Graphic Design — EPCI, Portugal · **Architecture studies** — Universidade Lusófona, 1993–1998

Additional: UX & Design Thinking · UX/UI Product Design · Motion Design with Figma · Agile/Scrum · Business Model Innovation

(Languages & availability)

Portuguese · native · English · fluent · Spanish · intermediate

Available immediately · on-site, hybrid or remote · national and international

Over the years I have delivered many more projects in other sectors; they are left out to keep this short. Public work is available on request, and full case studies are at **rsmendes.com/work**.

(Let's talk)

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