

Miguel Mendes – Senior Product Designer

Hello, I'm Miguel Mendes, a seasoned Senior Product Designer known for my collaborative spirit and expertise in user experience, visual design, and product thinking.

With over 11 years of dedicated experience, I excel in shaping remarkable end-to-end digital experiences that drive substantial business impact. Beyond the pixels and prototypes, you'll find me embracing the thrill of mountain biking and indulging in water sports against the breathtaking backdrop of Lisbon.

Contacts & Links

Email: himiguelmendes@gmail.com

Portfolio: <https://www.miguelmendes.net>

LinkedIn: <https://www.linkedin.com/in/luismiguelmendes>

Twitter: <https://twitter.com/miguelmendes>

Instagram: <https://www.instagram.com/miguelmendesnet>

Dribbble: <https://www.dribbble.com/miguelmendes>

Tools & Skills

Figma, Sketch, Invision, Framer, GitHub, Asana, Trello, Photoshop, Illustrator, InDesign, After Effects, Premiere

Digital Product Design (Mobile & Web), UX Design
Product Strategy, User Research, Usability Testing,
Wireframing, Prototyping, Design Systems

Education

Master's Degree in Multimedia Design
University of Coimbra, Portugal

Multimedia Design (ERASMUS)
Universitat Politècnica de Catalunya (6 Months)

Bachelor's Degree in Multimedia Design
University of Coimbra, Portugal

Experience

Format (Zenfolio), Senior Product Designer

2016-present

- Successfully designed the Email Templates framework for the Zenfolio app, revolutionizing the way photographers design and organize email templates while incorporating variable automation capabilities.
- Led the design initiatives for the Format iOS App over a six-month period and collaborated closely with the product team to execute a comprehensive interface redesign for the Format Web App.
- Redefined the dynamics of photographer-client interaction by conceptualizing and designing the Format Workflow, a groundbreaking addition to the Format brand.
- Actively participated in shaping the Format Design System and accessibility teams, contributing to the creation of design solutions that prioritize cohesiveness and user inclusivity.
- Orchestrated the launch of multiple experiments strategically aimed at elevating funnel conversion and streamlining the onboarding experience to minimize churn on both Format and Zenfolio apps.

Fine Arts of the University of Lisbon, Invited Lecturer

2017-2019

- Engaged as an Invited Lecturer, specializing in the "Interface Design" unit within the framework of the Postgrad in Digital Experience Design.

Tradiio, Lead Product Designer

2014-2016

- Crafted comprehensive end-to-end experiences for native iOS, Android, and Web platforms, delivering high-fidelity visual design outputs meticulously documented and prepared for seamless development.
- Led user research, interviews, and testing initiatives to fuel idea generation and validate solutions.

Activate Brand Action, Web Designer

2013-2014

- Developed and designed web and mobile solutions to solve business goals of brands like Volkswagen, Pandora, Linic, and Schweppes.

Inovazi, Designer and Front-End Developer

2011-2013

- Conceptualization, design and front-end development of web solutions. Advertising, branding & marketing materials.

