



# JOÃO PINHEIRO

SENIOR PRODUCT DESIGNER | PRODUCT DESIGN INSTRUCTOR

| +351 932 439 236 |

## WORK EXPERIENCE

**FEB 2022 – PRESENT**

Senior Product Designer  
*London | Lisbon*

**YLD** HYBRID

Designing a private network to allow scientists to share research. Product is been done using agile methodologies on a team of 1 product owner, 8 engineers and 2 designers. Main tasks:

- Lead meetings with the client to understand problems
- Conduct and analyse interviews with users to understand their problems and define solutions
- Conduct workshops with users to understand deeper problems
- Design user flows, information architectures and wireframes (desktop and mobile)
- Conduct and analyse usability testing sessions with users to improve the product
- Coordinate the design team on this product

**DEC 2017 – PRESENT**

UX/UI Design Instructor  
*Lisbon*

**FLAG** HYBRID

Teaching UX/UI Design subjects (user research, information architecture, visual design, interaction design, wireframes, user testing, etc.) and mentoring students on their final project.

**DEC 2021 – FEB 2022**

UX/UI Designer  
*Lisbon*

**PUR'PLE** REMOTE

Designed a well-being web app to help people improve their physical and mental wellbeing.

**APR 2021 – DEC 2021**

UX/UI Design Instructor  
*New York | Los Angeles*

**UNIVERSITY BOOTCAMPS** REMOTE

Taught UX/UI Design subjects (user research, information architecture, site maps, wireframes, Figma, design systems, etc.) and mentoring students on their assignments.

**OCT 2020 – DEC 2021**

UX Designer  
*Puerto Rico*

**CONSULTING 2 SUCCESS** REMOTE

Provided usability solutions for websites and apps in these fields: insurance companies and government/social security.

**DEC 2019 – DEC 2021**

UX/UI Design Instructor  
*Lisbon*

**WORLD ACADEMY**

Taught user research, information architecture, visual design, user flows, wireframes, Adobe XD, Invision and user testing.

**MAR 2019 – JUL 2020**

UX/UI Designer  
*Stuttgart | Lisbon*

**TJPA – MARKETING & CREATIVE AGENCY** REMOTE

Designed websites and apps for german brands with the goal to provide solutions to their usability problems.

**JUN 2019 & JUL 2020**

UX/UI Designer  
*Lisbon*

**PEPPER – BRAND TASTE** REMOTE

Designed a user-friendly and modern website for this agency. Also designed a website proposal (mobile-first) for a car showroom.

**MAY 2019**

UX Designer  
*Lisbon*

**UP PARTNER** REMOTE

Designed an app (iOS and Android) for people with bipolar disorder to measure their emotions and feelings.

**JUN 2018 – JUL 2018**UX/UI Designer  
Lisbon**FEBRUARY 2018**UX/UI Designer  
Lisbon**JAN 2016 – MAY 2017**UX Designer  
Lisbon**AUG 2013 – OCT 2014**UX/UI Designer  
London**UNLOCK BRANDS**

Designed a user-friendly website for a real state agency and another website for a sustainable community.

**OGILVY & MATHER**

Designed a healthcare website that was user-friendly, responsive and with a modern look.

**WINGMAN**

Worked on UX projects (websites and apps) for a large variety of clients (TAP Air Portugal, Novo Banco, ColchãoNet.com, etc.) alongside engineers and product managers throughout all stages of the product design process.

**FRONT DIGITAL**

Designed websites, apps and newsletters using the kanban methodology. Also designed all printing collaterals.

**HIGHER EDUCATION****JAN 2012 – DEC 2012**

London

**Postgraduate Diploma Design for Visual Communication**

London College of Communication (University of the Arts London)

**OCT 2008 – JUL 2011**

Lisbon

**Bachelor of Design**

IADE: Instituto de Artes Visuais, Design e Marketing

**WEBINARS (SPEAKER)**

27 JULY 2020

**UX & Prototyping**

Organized by: Tourism Solutions Now! | Spoken language: English

16 JULY 2020

**10 tips to improve the usability on your forms**

Organized by: FLAG | Spoken language: Portuguese

**COURSES & WORKSHOPS**

OCT 2022

USA

**UX Writing Fundamentals**

REMOTE

UX Content Collective

NOVEMBER 2015

Lisbon

**The Agency Workshop Series: UX/UI Experience**

EDIT: Disruptive Digital Education

**SKILLS****SOFTWARES****Product Design:**

- Figma
- Sketch
- Adobe XD
- Dovetail
- Invision
- Zeplin
- Photoshop
- Illustrator
- InDesign

**Product Management:**

- Jira
- Trello
- Slack

**PRODUCT DESIGN**

- User Research
- Interviews
- Personas
- User Journeys
- Sitemaps
- User Flows
- Information Architecture
- Wireframes
- Interaction Design
- UX Copywriting

**Methodologies:**

- Agile (Scrum)
- Kanban
- Design Thinking

**LANGUAGES**

EN

Professional  
Proficiency

PT

Native  
Proficiency