

Joana Duarte

Product Designer

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Profile

Product Designer specializing in UX and UI for complex digital products and enterprise platforms. Passionate about simplifying complexity through user-centered design, I combine user research, systems thinking, and data-informed decision-making to create scalable experiences that balance user needs, business goals, and technical constraints. Experienced in collaborating with cross-functional teams to design intuitive workflows, improve usability, and deliver products that drive measurable impact.

Work Experience

Product Designer — [Critical TechWorks \(BMW Group\)](#)

Feb 2025 – Present | Lisbon, Portugal

- Designing complex internal platforms and user-centric digital experiences for enterprise products
- Creating scalable UX/UI solutions for data-intensive applications with complex workflows
- Designing intuitive interfaces for tables, filters, bulk actions, and advanced maintenance workflows
- Balancing user needs, business goals, and technical constraints throughout the design process
- Implementing the BMW Density Design System to ensure consistency and scalability
- Collaborating with product managers, developers, and cross-functional teams throughout the product lifecycle
- Planning and conducting usability tests, translating research insights into actionable product improvements

Product Designer — [Miles in the Sky](#)

Jan 2024 – Jan 2025 | Lisbon, Portugal

- Designed a digital education platform for professional programs, emphasizing user-friendly interactions and effective learning experiences.
- Created a scalable Design System, improving visual consistency and development efficiency. Conducted usability testing, developing and refining test plans to optimize user experience.
- Collaborated closely with the development team and stakeholders.

UI/UX Mobile Designer — [Bryj Technologies](#)

Aug 2023 – Dec 2023 | Lisbon, Portugal (fixed-term role)

- Designed mobile experiences for international retail brands.

- Created and presented solutions to global clients, including Sephora Brazil & Mexico, Pimkie, The Honest, Ba&sh, and Saks.
- Facilitated design workshops, such as “Adapting Design for Different Markets and Cultures,” promoting design approaches tailored to diverse audiences.

Product Designer — Freelance

Feb 2023 – Jul 2023 | Portugal, Brazil and USA

- Led international UX/UI projects, including a redesign for a U.S. transportation company.
- Designed custom platforms and responsive websites.

Product Designer Trainee — [OLX Group](#)

Jul 2022 – Jan 2023 | Lisbon, Portugal (fixed-term role)

- Redesigned user journeys.
- Worked with the Nexus Design System, proposing updates to optimize component effectiveness.
- Delivered end-to-end product design.
- Participated in weekly design critiques with the Design System team.

UX/UI Designer — [Intuitivo](#)

Feb 2022 – Jul 2022 | Porto, Portugal (remote)

- Redesigned a digital assessment platform for teachers.
- Conducted usability studies.
- Collaborated closely with the development team to ensure seamless handoffs and accurate implementation of design solutions.

Communication Specialist & UX Designer — [Instituto Superior Técnico](#)

Feb 2019 – Aug 2021 | Lisbon, Portugal

- Led UX for the Alumni Network Platform.
- Managed usability testing and launch planning.

Core Skills

Product Design • UX Design • UI Design • User Research • Interaction Design • Information Architecture • Design Systems • Usability Testing • Prototyping • Design Thinking • Product Strategy • Data-informed Design • Agile Methodologies • Workshop Facilitation • Designing Complex apps • Figma • Jira • Confluence • Miro • Webflow • HTML • CSS

Education

Master's in New Media & Web — Universidade NOVA de Lisboa (2018–2021)

Bachelor's in Communication & Publishing — Universidade Federal do Rio de Janeiro (2012–2016)

Languages

Portuguese (Native)

English (C1)