Joana Duarte

Product Designer | UI/UX Designer
I'm a designer & problem-solver driven by data-informed solutions.

Experience

Miles in the Sky • **Product Designer**
JAN 2024 - PRESENT • LISBON/PT

Designing the digital education platform for Professional Programs and building a powerful Design System. Also, applying and formulating usability tests and working in collaboration with the Devs team.

Bryj Technologies • **UI/UX Mobile Designer**
AUG 2023 - DEZ 2023 • LISBON/PT

Part of the customer acquisition & retention team provinding design and solutions for new customers so as to build customer loyalty.

Freelancer • **UX/UI Designer**
FEB 2023 - PRESENT • PORTUGAL & BRAZIL

Conduct extensive UX research and design great UI for clients in Portugal and Brazil. Delivered outstanding results for all the clients and look forward to continuing to do so in the future.

OLX Group • **Product Designer Trainee**
JUL 2022 - JAN 2023 • LISBON/PT

Part of the Product Design & Research team on the Motors Vertical, which is responsible for brands such as Otomoto (Poland) and Standvirtual (Portugal). Worked together with senior designers and a variety of stakeholders, from Research to Product Managers and Data Analysts of several nacionalities. Worked on business needs, elaborating lo-fi wireframes to hi-fi mockups, testing with real users to validate and measure the impact of provided solutions. In addition, mapped all of the usage of the OLX's Design System on Motors platforms, reviewing components, suggesting updates, and participating in weekly critique meetings with the Design System Team. Also, resposible for end-to-end designs with new solutions to improve the experience of some pages driven by both a business goal and customer needs.

Intuitivo • **UX/UI Designer**
FEB 2022 - JUL 2022 • PORTO/PT

Lead the redesign of the digital platform for teachers and the Intuitivo website. Also, applied and formulated usability tests and worked in collaboration with the Devs team.

Instituto Superior Técnico • **Communication Specialist & UX Designer**
FEB 2019 - AUG 2021 • LISBON/PT

UX Designer of Alumni Network Platform. Responsible for the user experience, customization, user journey development, progress and customization reports, usability tests, meetings with the Platform Team, launch plan, and content plan of the platform.

+ 5 years in Communication

Languages

English (C1 Level)   **Spanish** (A2 Level)

Portuguese (Native)

Tools

Design • Figma, Confluence, Miro, Invision, Photoshop, Illustrator, Adobe XD.

Development • Wordpress, HTML, CSS.

Education

September 2018 - October 2021
Universidade NOVA de Lisboa • Master in New Media & Web

March 2012 - August 2016
Universidade Federal do Rio de Janeiro • BA in Communication & Publishing

Skills

Web Design, Product Design, Research, Branding, Team Management, Analytics, Design Thinking, Writing, Ideation, Prototyping, Presentation, Usability tests.

Contact

+351 915426388
jojorduarte@gmail.com
https://www.joanaduarte.com/
https://www.linkedin.com/in/joana-ribeiro-duarte/