Joana Duarte

Product Designer | UX/UI Designer

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Lisbon, Portugal

Experienced Product Designer with a strong foundation in UX and UI design and over 5 years of expertise in UX design and more than 3 years in UI. Skilled in UX research and agile methodologies, I excel in balancing user needs with business goals. My global and local work experience has enabled me to solve complex design problems and deliver innovative, data-driven solutions.

Work Experience

Product Designer
Feb 2025 - Present

Critical TechWorks | *Lisbon, Portugal*

- Designing a user-centric digital platform for the BMW Group
- Implementing the Density Design System
- Conducting usability tests to improve user experience
- Delivering innovative UX/UI solutions
- Collaborating with cross-functional teams to improve product development

Product Designer
Jan 2024 - Jan 2025

Miles in the Sky | *Lisbon, Portugal*

- Designed a digital education platform for professional programs, emphasizing user-friendly interactions and effective learning experiences.
- Created a robust 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 cross-functional teams.

UI/UX Mobile Designer
Aug 2023 - Dec 2023

Bryj Technologies | *Lisbon, Portugal (fixed-term role)*

- Contributed to the customer acquisition and retention team, creating design solutions that fostered loyalty among new and existing clients.
- Collaborated with a multicultural team of senior designers and stakeholders, improving cross-functional communication.
- Created mobile designs and delivered presentations to major clients, including Sephora Brazil & Mexico, Pimkie, The Honest, Ba&sh, and Saks.
- Led workshops on "Adapting Design for Different Markets and Cultures," promoting design approaches tailored to diverse audiences.

Freelancer
Feb 2023 - Jul 2023

UX/UI Designer | Portugal, Brazil & USA (remote)

- Led UX/UI projects for international clients, delivering design solutions focused on continuous improvement and measurable results.
- Created a custom platform for a Brazilian architecture firm, integrating specialized software and features to streamline architect workflows.
- Create a redesign for a U.S. transportation company, improving user experience based on data.
- Built websites for multiple companies using no-code tools like Webflow, speeding up development timelines.

- Advocated for user-centered design, aligning solutions with business goals, and sharpened skills in Figma, UX research, and client presentations.

Product Designer Trainee
[OLX Group](#) | Lisbon, Portugal (fixed-term role)

Jul 2022 - Jan 2023

- Collaborated with the Motors Vertical team to reimagine and update the user journey for car part purchases on the Otomoto platform using a data-driven approach.
- Mapped and reviewed Nexus Design System usage across Motors platforms, proposing updates to optimize component effectiveness.
- Participated in weekly design critiques with the Design System team, refining skills in providing and receiving constructive feedback.
- Developed end-to-end designs balancing business goals with user needs.

UX/UI Designer
[Intuitivo](#) | Porto, Portugal (remote)

Feb 2022 - Jul 2022

- Led the redesign of Intuitivo's digital platform for teachers, ensuring an intuitive and effective interface while adding new features.
- Conducted usability tests, designing test scripts and gathering insights to inform and drive design improvements.
- Collaborated closely with the development team to ensure seamless handoffs and accurate implementation of design solutions.

Communication Specialist & UX Designer
[Instituto Superior Técnico](#) | Lisbon, Portugal

Feb 2019 - Aug 2021

- Led the UX design for the Alumni Network Platform within the Technology Transfer Office, shaping user journeys and platform customization.
- Managed usability testing, progress tracking, launch planning, and content strategy to maximize user engagement.
- Collaborated with cross-functional teams, including the internal multimedia team and the external Hivebrite team, to ensure seamless platform development and integration.

Core Skills

Figma, Confluence, Jira, Miro, Okta Identity Cloud, Monday, Slack, Invision, Photoshop, Illustrator, Adobe XD, Webflow, Wordpress, HTML, CSS, Product Design, UX Research, Data Analysis, Design Thinking, Ideation, Prototyping, Presentation, Usability Tests, Platform Design, Key Metrics, Business Analytics, UX Design (User Experience Design), Mobile Interface Design, Typography, Agile Methodologies, Design System, Artificial Intelligence (AI), UX Writing, Usercentered Design, User Interface Design (UI), Visualization, Interaction Design, Analytical Skills, Product Strategy, Product Growth, Strategic Planning, Adaptability, Communication

Education

Universidade NOVA de Lisboa

Sep 2018 - Oct 2021

Master New Media & Web
GPA: 18/20

Universidade Federal do Rio de Janeiro

Mar 2012 - Aug 2016

Bachelor Communication & Publishing
GPA: 10/10

Languages

English (C1), **Portuguese** (Native)

Interests

Board Games, Ceramics, Books, Cats, Podcasts, Jazz, Nova MPB, Sustainability, Working out for physical and mental health, Travel and exploring new cultures, Science & Technological breakthroughs