

Vitor Gonçalves

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[Coursera](#)

EXPERIENCE

Web Designer & Developer

Jan 2020 - Present

Freelancer | India+Portugal+Germany

[\[link\]](#)

- Provide web-related digital product services such as graphical/web/logo design, development, planning, and hosting.
- Keeping abreast with industry standards and market trends in visual design, and low-code methodologies.
- Create a clear communication channel with the client/collaborator and provide regular updates, to increase efficiency and decrease retraction.
- Design and wireframe prototypes from low to high fidelity.
- Working closely with all stakeholders to fulfill business requirements.
- Designed, developed, and deployed the virtual venue for 2 scientific conferences, spanning 3 days, 9+ timezones, 200+ presented papers, 85 virtual sessions, and over 3100 comments in online scientific discussion.

UI/UX Designer

Jun 2018 - Dec 2019

Watgrid Solutions | Portugal

[\[link\]](#)

- Established branding consistency by creating a design system for development and marketing; printing, branding, merchandising, social media, events.
- Conducting usability testing, interviews, and user research.
- Working closely with all stakeholders to fulfill business requirements.
- Deploying UX test findings- strengthened usability, information architecture, and copy.
- Developed new features in an Agile environment using AngularJs and consuming data from an IoT API.

Digital Media Specialist

Mar 2017 - Nov 2017

My Friends in Portugal | Portugal

- Responsible for graphical/web/logo design.
- Designing and wireframing prototypes.
- Participated in entrepreneurship workshops (project funded by a national startup program).

Lead Photographer

May 2004 - Sep 2014

FotoFelicidade | Vila Verde, Portugal

- Studio and Outdoors photo sessions, weddings, and other private events.
- Digital photography editing and composition.
- Managing team for coordinated event rundown and dialogue with clients to manage quality control.
- Conducting extensive research to understand best practices in the industry.
- Developing buyer-centric displays and concepts for national trade shows.

EDUCATION

Master's in Multimedia Communication

Sep 2015 - Dec 2019

University of Aveiro, Portugal

Major in UX Design; Supervisor: Vania Baldi

Bachelor's in New Technologies of Communication

Sep 2010 - Oct 2014

University of Aveiro, Portugal

Summary

- 2+ years of web designing and developing, focusing in UXD, with experience in various professional environments, including deployment of complete projects.
- Master's degree focused on user experience and design thinking.
- User-centric approach, utilizes affordances to craft intuitive and useful experiences.
- Background in development, uniquely positioned for better collaboration and brainstorming with cross-functional teams.
- Wireframing and prototyping in various degrees of fidelity from paper to Figma/Adobe XD or HTML5+CSS3.
- Enjoy reducing qualitative data to actionable insights; specialized in research and designing for under-represented groups.
- Preference for B2B projects.

SKILLS

Pen+Paper, Rapid Prototyping, Wireframing, User Testing, Journey Maps, User Surveys, Figma, InVision, Sketch, Adobe XD/Ai/Ps, WordPress + PHP, HTML5, CSS3, Javascript, Bootstrap, Tailwind, Agile Miro, Notion, Slack, Trello, Gitlab, Google Docs, Microsoft Suite

Language

Fluent in English
Native in Portuguese
Basic in Spanish

Master's Thesis

The thesis focused on techno-social research about the Sharing Economy and led to prototyping a functional digital product for a time-banking community-based in Portugal. This community is focused on strengthening the social fabric and individual resilience amongst the under-represented and has a mostly senior user base, resistant to new tech. UX and design thinking revealed that a platform that placed their internal exchanges listing as a specialized e-store and integrated with the existing system improved user engagement and satisfaction substantially. [\[link\]](#)

Professional and academic references available upon request.