

Pedro Miguel Marques Serra

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<https://sojistudio.com/language/en/portfolio-eng/>

UX/UI Designer

Over the past few years, I've worked on dozens of digital projects from interfaces for institutional software and CRMs to websites and visual identities for national brands. My focus is on finding the balance between functionality, clarity, and aesthetics, crafting simple, intuitive, and impactful user experiences. With a multidisciplinary background ranging from graphic design to development, I move seamlessly between strategy, design, and execution.

EXPERIENCE

Wrightia

UX/UI Designer

Feb 2024 - Present

Lisbon, Portugal

- Led and defined user experience principles in both institutional and non-institutional complex environments, improving user satisfaction and engagement through effective design thinking and prototyping
- Designed user flows, interfaces, and prototypes for software and websites supporting government entities, ensuring confidentiality and enhancing user experience using Adobe InDesign and Illustrator
- Developed comprehensive Design Systems that streamlined design processes and improved consistency across projects using Figma
- Collaborated with technical and functional teams, including developers, project managers, and product owners, to ensure consistency, accessibility, and scalability under tight deadlines, resulting in successful project completions

Freelance / Owner of Sojistudio

Freelance / Owner of Sojistudio

Apr 2024 - Present

Lisbon, Portugal

- Created websites and brands such as Host in Coast, Lusosuaaz, and Apex, enhancing their online presence and brand identity
- Developed custom WordPress portals, improving user engagement and functionality for clients
- Created digital content, branding, and visual strategies from scratch, leading to increased brand recognition and customer engagement
- Directed creative and technical aspects of all studio projects using Adobe Creative Cloud and Figma, ensuring high-quality outcomes and client satisfaction

Quasar - Talent Driven Culture

Power Platform Developer & Product Designer

Jul 2023 - Jan 2024

Lisbon, Portugal

- Designed user flows, interfaces, and prototypes for business apps using Figma and Developed using Power Platform, enhancing user engagement and satisfaction
- Developed internal CRMs and dashboards with a strong focus on user experience, leading to improved user interaction and efficiency
- Created wireframes and prototypes for fast iteration cycles, enabling quicker feedback and design improvements
- Bridged business logic with user experience by integrating user feedback into design processes, resulting in more intuitive and effective applications
- Conducted in-depth user research, interviews, and usability tests to create designs aligned with user needs and business objectives.

Inspirart

Designer

Apr 2022 - Jun 2023

Lisbon, Portugal

- Developed visual identities, catalogs, and graphic materials using Adobe Creative Cloud and Figma, enhancing brand recognition and engagement
- Created visual systems for brands in healthcare, automotive, social, and retail sectors, using user-centered design principles to improve brand consistency and customer engagement
- Designed and implemented responsive websites using WordPress and wireframing techniques, improving user clarity and conversion rates

EDUCATION

Lisbon School of Architecture

Bachelor's Degree, Design

Sep 2018 - Jun 2021

Lisbon, Portugal

- GPA: 13

Lisbon School of Architecture

Master's Degree (not completed), Interaction Design

2021 - Mar 2022

Lisbon, Portugal

- GPA: Not completed

SKILLS

- Lead, User Interface Design, User Experience Design, User-centered Design, Prototyping, Wireframing, Design Thinking, Product Design, User Research, Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere, Wordpress, HTML & CSS, Chat GPT, Adobe Creative Cloud, Social Media Content, Content Creation, Design System, UX, UI, UX Design, UI Design, A/B Testing, Entrepreneurial Mindset, Global Perspective