

MARIO PEREIRA

UX DESIGNER

www.mariopereira.design

EDUCATION

PROFESSIONAL DIPLOMA IN UX DESIGN - UX DESIGN INSTITUTE
October 2020 - May 2021

SPECIALIZATION IN DESIGN - AVEIRO UNIVERSITY
October 2011 - June 2013

MULTIMEDIA DESIGN - EUAC
September 2008 - July 2011

WORK EXPERIENCE

E-COMMERCE CONTENT STRATEGIST AT PATHFINDER 23
April 2020 - July 2021

- E-Commerce content recommendations and plan communication for global brands;
- Analyse marketplaces/e-retailers functionalities and services and advise how to optimize relevant KPIs on the path to purchase.

UX/UI DESIGNER AT OPPIA FOUNDATION
March 2021- June 2021

- Research & analysis for the education platform;
- Developed a new approach for a donation page;
- Made small improvements to specific modules of the platform.

EMAIL MARKETING ANALYST AT DENTONS CREATION
November 2018 - March 2020

- Management and coordination of marketing lists;
- Build strong relationships with key stakeholders (*Marketing and Business Development professionals*);
- Coordinating procedures by bridging players, (*point of contact between BD and digital team also with different markets EMEA, UK*);
- Campaign reporting.

JUNIOR ANALYST AT ACCENTURE
October 2017 - October 2018

- Optimized workflow by identifying gaps;
- Generated innovative ideas for policies and processes improvement;
- Provided back-end support to client's customer;

INTERNSHIP AT LOBA.CX DIGITAL MARKETING AGENCY
March 2016 - August 2016

- Designed a variety of content materials;
- Managed relations between the client and other stakeholders, including tech teams;
- Created and managed the design content for clients' shopping malls (*Brazilian market*).

FREELANCER
2013 - Present

- Designing web pages, communication materials and brand identities;
- Advising and creating the content for on-line shop (*website, social networks, printed materials*);
- Creating and managing my own business website;
- Pretashop CMS help and website creation advise (*digital consulting*).

CONTACT

me@mariopereira.design
www.mariopereira.design
<https://www.linkedin.com/in/pereiramario1989/0048733607761>

SKILLS

USER EXPERIENCE
USER INTERFACE DESIGN
USER RESEARCH
PROTOTYPING
WIREFRAMING
HTML /CSS
INTERACTION DESIGN
TYPOGRAPHY
E-COMMERCE
CONTENT STRATEGY
DEADLINE-ORIENTED
NEGOTIATING
ADAPTABILITY & LEADERSHIP
EMAIL MARKETING
CRM
BRANDING
GRAPHIC DESIGN
WEB DESIGN
INFOGRAPHICS

TOOLS

FIGMA
SKETCH
INVISION
JIRA
CONFLUENCE
ADOBE SOFTWARE

LANGUAGES

PORTUGUESE
ENGLISH
SPANISH
FRENCH