

# Rui Fontes

## User Experience Designer

I am passionate about the creation of experiences focused on the user through functionality, usability and emotional impact.

I act as a bond between clients, designers, programmers and users.

## Personal Information

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## My Story

I started my career as a musician when, in the fourth year of my degree in communication design, I discovered [Human Computer Interaction](#). Afterwards I have done a masters in production and creation in technological arts, in which I did a dissertation about "Design of useful sounds for the user experience".

I have worked with several companies, having contributed for the development of interactive CDs, e-commerce, e-learning, virtual tours, websites, and others.

## Experience

- User Centered Design;
- Information Architecture;
- Interaction Design;
- Wireframes and Workflows;
- User Interface Design;
- Front-end Programming.

## Professional interests

- User Experience Design;
- Usability;
- Interaction Design;
- Design Thinking;
- Technology (web and mobile);
- Accessibility.

## About me

- One day I will climb the Everest (I have already climbed the Kilimanjaro);
- I play the piano since I was 3 years old;
- I like reading, traveling, and watching TED Talks and documentaries;
- I love to laugh;
- I want to get the UX Master Certification (NN/G).

## Professional Experience

● Aug 2016 (on going)

**User Experience Designer @ Liberty Seguros**

User experience design for a mobile project (currently not available to the public).

● Jan 2013 to May 2016

**User Experience Designer (Partner) @ Scientific ToolBox Consulting**

After having developed work as a freelancer, I have been invited to become Partner. My main responsibility was to develop a *design thinking* spirit to be applied in the creation of the company's digital products.

I was part of the software development team, being the following my main competences:

- Task analysis and definition;
- Market research and competitive analysis;
- User research and definition;
- *Personas* creation;
- Workshop and survey implementation for the definition of functional requirements;
- Work roles research and definition;
- Ecosystems creation;
- Information architecture;
- Wireframes creation and workflows (task analysis);
- User interface design.

**Project available online:** [B.Time – Soluções Empresariais](#) accounting portal (developed in [Liferay](#) platform) that allows company clients to have access to their fiscal information in real time.

● Jan 2011 to Dec 2014

**User Experience Designer @ ISPA - Instituto Universitário**

Between 2011 and 2014 I was part of the team that developed the new [ISPA portal](#) (in [Drupal](#)), which features:

- [Online store](#);
- [e-Learning](#) platform and the [student's portal](#) (developed in [moodle](#));
- Virtual Secretary and [Application site](#);
- Internal site for collaborators;
- Alumni site (at the present moment is referred as [employment portal](#));
- Specific site for the [department of advanced training](#) and [documental center](#);
- [Virtual tour](#);
- 11 microsites for specific entities (as per example, the [university clinic](#)).

Contributing for:

- Competitive analysis;
- Heuristic analysis of the previous site content;
- Translation of the corporative strategy into the portal solution requirements;
- High and low fidelity prototyping (wireframes);
- Coordination and contact with the suppliers (design and programming) regarding the development of the platforms.
- User interface design, interaction design and *front end* development (for specific pages of the portal);
- Implementation of usability tests and error reports for the proposal of improvements for implemented solutions;
- [Google analytics](#) management indexed to behavior analysis in order to make informed decisions regarding new improvement proposals on the portal;
- Internal trainer for back office content management systems regarding previously mentioned sites and technology in use.

● Jan 2008 to Dec 2011

**WebDesigner @ ISPA - Instituto Universitário**

I started working at ISPA as a WebDesigner for the maintenance of digital platforms in use (site and intranet). With time, my role and main responsibilities evolved to include:

- Internet pages development (from conceptualization to implementation in html, css, javascript, actionscript, [wordpress](#), [moodle](#)) for specific events.
- Supporting the audiovisual department (communication design and multimedia).
- Ensuring [google adwords](#) campaigns (improving ISPA's natural positioning during the campaigns for the capture of new students)
- Search Engine Optimization.

## Academic Training

Sep 2007 to Oct 2011

Master Degree in Production and Creation in Technological Arts  
[Lusófona University](#)

Sep 1998 to Sep 2005 (5 years degree)

Degree in Communication Design  
[Fine-Arts Faculty of Lisbon University](#)

## Additional training

Jun to Sep 2016 @ [Interaction Design Foundation](#)

- [Design Thinking The Beginners Guide](#)
- [Human-Computer Interaction](#)
- [Mobile User Experience \(UX\) Design](#)
- [User Research](#)

Feb to Apr 2014 @ [Nodes](#)

Drupal for beginners and Drupal Views

Sep 2012 @ [Microsoft Portugal](#)

User Experience Seminar ([Bill Buxon](#))

Jan 2012 @ [Galileo](#)

Google Adwords Training I e II

May 2011 to Jan 2012 @ [Flag](#)

Web Programmer

Nov 2010 @ [PNL Portugal](#)

Neuro-linguistic Programming Workshop

Oct 2006 @ [Flag](#)

Advanced Flash

2006 @ [National Conservatory](#)

Piano, 5th degree

Sep 2005 to Sep 2006 @ [ETIC](#)

Specialization in sound techniques

## Additional Information

### Languages

**Portuguese** - Native

**English** – Independent user (B2- [CEFR](#))

### Affiliations

[Interaction Design Foundation](#)

[Design Thinkers Academy Network](#)

### Other Activities

2003 to 2008 @ [Foco Musical, Lx Pro, Vera Cruz e Freelancer](#)

Music teacher regarding theory, piano and accordion.

Oct 2011 @ [Lusófona University](#)

Speaker in the seminar “Design of useful sounds for the user experience”

1985 (on going)

Piano and Accordion study

[Escola de música Semibreve](#) (until 2007)

● **Abr 2007 to Dec 2007**

### **WebDesigner @ Portugal Telecom**

My main responsibilities were based on workflow analysis and the development (Javascript, CSS, XHTML) of the company’s intranet Script for Client Service regarding the service 16200.

● **Jan 2006 (on going)**

### **User Experience Designer @ Freelancer**

As a freelancer, I take part in projects of a limited duration for small and medium companies. I work with the client to clarify his vision and strategy for the project, combining his ideas with the good practices and methodologies associated with design, in order to create an integrated product vision.

Typical activities for each project include:

- Interviews with the client and (key) users
- Market and competitive analysis;
- Functional definition and specification;
- Concept modelling definition (product and service);
- Scenarios definition, use cases, mental models and personas;
- Workflow creation (task analysis);
- High and low fidelity prototyping (wireframes);
- User interface design;
- Front-end development: XHTML programming, CSS (good knowledge) and Javascript (basic knowledge); *cross-browsing e responsive design*.

### **Main Projects**

● **2016 @ UNICEF Angola**

- Development of a responsive website (html, bootstrap, jquery, javascript, css 3.0).

● **2016 @ EDIT**

- Trainer of the User Experience Fundamentals course for [BPI](#) professionals.

● **2014 @ Bright Technology**

- User experience analysis regarding the product [Bright Timesheet](#).
  - Heuristic analysis;
  - Setup wizard workflow analysis.
- User interface design (product and setup wizard).

● **2012 @ Lean Data Consulting**

- User interface design, information architecture and [wordpress](#) template customization for the company site;
- Storyboard development for the company’s product.

● **2012 @ Absurdo Vinum**

- User interface design and [wordpress](#) template customization for an online store using [PayPal](#) platform.

● **2010 @ Prime Target**

- Corporative identity development;
- User interface design, information architecture and [open cart](#) template customization for the company’s online store.

● **2008 to 2010 @ Students Association of the Law School of Nova University of Lisbon**

- User interface design, information architecture and webpage development (xhtml, css e javascript);
- Development of Interactive CDs with the student’s *Curriculum Vitae* (action script 2.0, xhtml, css 2.0).

● **2007 @ FoodLabels**

- Competitive analysis regarding newsletters management products;
- Software setup and instalation regarding newsletters management product [e-Campaign Bulk Email Software](#);
- User interface design and website development (xhtml, css e javascript).