

Rui Fontes

Experience Designer

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About me

Experience

- User-Centered Design;
- Interaction Design;
- Usability Testing;
- User Research;
- Interface Design;
- Front-End Development;

Professional Interests

- User Experience Design;
- Usability;
- Design Thinking;
- Strategy and Foresight;
- Innovation;
- Systems Thinking;

Other information

- I'm a "dangerous" white belt in Aikido;
- Father of two princesses;
- I've climbed Mount Kilimanjaro;
- I love reading;

Academic education

Set 2017 - Set 2018 @ ISEG - Lisbon

Postgraduate Degree – Strategy, Foresight and Innovation

Set 2007 - Out 2011 @ Lusófona University

Master's Degree – Production and Creation in Technological Arts

Set 1998 - Set 2005 @ Faculty of Fine Arts, University of Lisbon

Bachelor's Degree (5-year program) – Communication Design

● Summary

UX designer with over 15 years of experience creating products for people (and not users or customers) across diverse contexts, from startups to multinational companies. My musical training, which began at the age of 3, deeply shapes my approach to design: I'm methodical, I combine theory with practice, and I believe that meaningful outcomes come from consistent work and dedication. I also know that, sometimes, you have to improvise.

● Professional Experience

● Jun 2014 (em curso) @ Generali Tranquilidade

Customer Experience Specialist

I transitioned to the Generali group following their acquisition of Liberty Mutual's European operations. I am part of the Customer Experience & Projects team, involved in creating and developing the new CX area, as well as researching and mapping current processes to identify opportunities for improvement.

● Aug 2016 - Aug 2025 @ Liberty Seguros

User Experience Designer

● Jun 2022 – Aug 2025 @ WEM Strategy & Transformation CX & Digital

Focused on improving tools developed after the merger, especially the CMS platforms and the conversion rates of simulators for the company's three brands (Liberty, Genesis, and Regal), by:

- Promoting UX best practices through the development of user flows, journey maps, UI prototypes, information architecture, competitor benchmarks, and A/B testing;
- Facilitating concept and usability testing, ensuring continuous feedback cycles throughout the development process;

● Apr 2019 – Jun 2022 @ WEM – Western European Markets

Following the merger of Liberty Seguros operations in Portugal, Spain, and Ireland, I contributed to the development of the new digital ecosystem by:

- Conducting research with stakeholders; developing low- and high-fidelity prototypes, interaction design, and user interfaces;
- Leading guerrilla usability testing to validate solutions and improve the overall user experience;

● Aug 2016 – 2019 Apr @ Liberty Seguros Portugal

I joined the team responsible for the agent, employee, and customer portals, as well as internal applications, aligning digital solutions with the corporate strategy through:

- Conducting stakeholder research, creating prototypes, and designing interfaces and interactions;
- Developing and maintaining the design system used by the development team;
- Implementing usability testing and producing reports with recommendations for continuous improvement;

Additional training

Jan - May 2025 @ d.MBA

- Self-paced MBA

Jun 2016- Sep 2020 @ IDF

- UX Management: Strategy and Tactics
- Psychology of Interaction Design
How to Create Intuitive Products by Imitating Physicality
Conducting Usability Testing
- Design Thinking Beginners Guide
- Human-Computer Interaction
- Mobile UX Design
- User Research Methods and Best Practices

Sep 2012 @ Microsoft Portugal

UX Seminar (Bill Buxton)

Jan 2012 @ Galileu

Google Adwords I and II

May 2011 - Jan 2012 @ Flag

Web programmer

Feb - Jun 2007 @ NHK

Programming Expert

Oct 2006 @ Flag

Advanced flash

Sep 2006 @ National Conservatory

Piano, 5th degree

Sep 2005 - Sep 2006 @ ETIC

Specialization in sound techniques

Other information

2003 - 2008 @ Foco Musical, Lx Pró,

Vera Cruz, Freelancer

Music teacher, music theory, piano and accordion

1985 - 2007 @ Escola de Música

Semibreve

Piano and accordion studies

Portuguese - Native

Inglês - Independent user (B2-CEFR)

• Jun 2013 - May 2016 @ Scientific ToolBox

User Experience Designer / Partner

After an initial collaboration as a freelancer, I was invited to join the project as a partner. My main focus was to help develop a design-driven culture, contributing with:

- Market research and competitor benchmarking for defining functional requirements;
- User interviews, surveys, and co-creation workshops;
- Task analysis, information architecture, and user flows;
- Wireframe and interface design;

• Aug 2016 - Aug 2025 @ ISPA

User Experience Designer

• Dec 2011 – Dec 2014

Part of the team responsible for building the new institutional portal, contributing with:

- Heuristic analysis and competitive benchmarking;
- Low- and high-fidelity wireframing;
- Interface design, interaction design, and front-end development;
- Coordination with external design and development teams;
- Data analysis using Google Analytics to support strategic decisions;

• Webdesigner

Jan 2008 – Dec 2011

Responsible for maintaining and updating the institution's digital platforms (website and intranet), as well as:

- Supporting the audiovisual department (graphic and multimedia design);
- Creating AdWords campaigns;

• Apr 2007 - Dec 2007 @ Portugal Telecom

Webdesign

User flow analysis and front-end development for the Communication Script of the 16200 Customer Support Service (company intranet).

• Jan 2006 (present) @ Freelancer

Key projects

- **2016 @ UNICEF Angola** - Website development (Bootstrap);
- **2016 @ EDIT** - UX fundamentals instructor;
- **2014 @ Bright Technology** - Heuristic evaluation and UI Design for Bright Timesheet installation wizard;
- **2012 @ Absurdo Vinum** - UI adaptation and customization of online store (WordPress + PayPal);
- **2010 @ Prime Target** - Visual identity and online store development (OpenCart);
- **2008 - 2010 @ AEFDUNL** - Website and interactive CDs development (XHTML, CSS, JS, ActionScript 2.0);