BERNARDO DIAS

PRODUCT DESIGNER

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EXPERIENCE

Product Designer

Worten Portugal - Electronics Retail - Lisbon, Portugal
July 2022 - Present

- Collaborated with cross-functional teams to design and develop optimal product solutions for internal financial, management, and logistics software.
- Created user flows and high-fidelity prototypes to ensure a seamless and user-friendly experience.
- Took a major role in the development of an enterprise design system, providing key components and guidelines to enhance the efficiency of the entire production process.

UI/UX & Multimedia Designer

Freelancer - Remote
Jan 2022 - July 2022

- Took part in several digital UX projects, covering all different stages of the process, from user research to flowcharts, wireframing and prototyping.

Head of Design | Multimedia Designer

EMPOR S.A. - Premium Retail - Lisbon, Portugal
May 2018 - Dec 2021

- Responsible for branding, digital marketing and art direction of the company's products and sub-brands, working directly with the Marketing Director and the Administrative board.
- Created 2 periodic magazines, 3 websites, 4 social media accounts, multiple event brandings and over 50 premium product campaigns, resulting in sales increases of up to 20%.

Multimedia Designer

ManelSport - Sports Company - Torres Vedras, Portugal
Jul 2017 - April 2018

- Designed multimedia campaigns to boost brand awareness, increasing customer reach on all channels by up to 35%.
- Established digital sales, marketing and logistics, which reduced inventory excess by over 50%.

EDUCATION

B.A. | Audiovisuals & Multimedia | 2013-2016

Escola Superior de Comunicação Social

PROFILE

Multidisciplinary product designer with experience in developing Enterprise SaaS products.

SKILLS

Product Strategy
Enterprise UX
UI/UX Design
Design Systems
User Flows
Prototyping
Wireframing
Information Architecture
User Research
UX Writing
Visual Design
Motion Design
Branding

TOOLS

Figma
Adobe CC
Jira
Miro
Wordpress
Google Analytics
Supernova
HTML / CSS

LANGUAGES

Portuguese
English
Spanish

INTERESTS

Technology
Philosophy
Anthropology
Economics
Cinema
Trading Card Games