

# JOÃO LUCIANO

UX/UI DESIGNER



## MY JOURNEY

Experience in Product Design within both OutSystems and Critical Techworks teams. Expertise in delivering UX and UI services as part of the Customer Success team at OutSystems.

Strong UI skills, including developing Live Style Guides and adapting them for diverse business areas and a wide range of customers.

Proficient in working with Design Systems. Skilled in preparing low and high-fidelity interactive prototypes for presentations and user testing purposes.

Experience leading design projects from inception and managing stakeholder expectations. Competent in defining personas and user types addressing user pain points and needs through comprehensive user interviews. Basic knowledge of HTML and CSS.

Experienced in creating UX Kanban boards for project management and collaborating with Project Managers to define and prioritize topics effectively.

## EXPERIENCE

### Critical Techworks - Since Jan 2022

Designer Guru at Critical Techworks Price Management of BMW team.

Member of the BMW Price Management team, responsible for worldwide internal applications.

Collaborated closely with the BMW team in Munich to deliver a range of design services for the Pricing Products.

#### Relevant projects:

Feature Pricing, Model Pricing and Product Library Pricing Reports (SPRINT ecosystem)

### Outsystems - Nov 2019 - Jan 2022

Currently serving as an Expert UX/UI Designer within the Customer Success team, delivering a wide range of design services to OutSystems customers.

#### Relevant projects:

Sapphire (medical software) - Provided design services in an Agile environment, collaborating with managers and developers to address digital user case needs.

Customer Success Team - Delivered various design solutions for OutSystems customers, including Live Style Guides, UI Concepts, UX/UI Concepts, and more.

### Monday - Jan 2019 - Nov 2019

Digital art direction.

Expertise in UX and UI design, including the creation of low- and high-fidelity prototypes.

Supported the business design team with Business Model Canvas workshops and prototyping interview tests.

#### Relevant projects:

Launched the internal mobile application for Banco de Portugal.

Prepared user interface designs for the marketing campaign of Snickers Chocolate Portugal.

Led the design and launch of the brand-new Azeite Gallo website.

### Uzina - Sep 2016 - Jan 2019

Digital art direction

Specialized in animation and prototyping for diverse design projects.

#### Relevant projects:

Designed digital marketing campaigns for Samsung, Leroy Merlin PT/ES and Unibanco, including landing pages, newsletters, banners, and A/B testing.

Created single pages for Worten.pt following Foundation framework guidelines.

Led the design of the Uzina Books e-commerce website.

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## EXPERIENCE

### Mongoose - Jan 2015 - Aug 2016

UX and UI design for all wireframes and app task flows.

Managed IT projects and planning for various clients, ensuring alignment with stakeholder expectations.

Maintained a consistent balance between stakeholder needs and project deliverables.

#### Relevant projects:

Delivered web design content for the development team working on Erasmus+ and the DGESTE

Education of Portugal Institute within a Microsoft SharePoint environment.

### World IT - Aug 2014 - Jan 2015

Digital art direction

Specialized in UX and UI design, including creating low- and high-fidelity prototypes.

#### Relevant projects:

Designed the app for World IT (<http://azapp.azurewebsites.net/>).

Worked as an Outsourced Digital Designer at Media Capital Digital for 6 months, contributing to: Supporting digital design content for the new +TVI identity and developing design systems for FAROL and TVI campaigns.

### Spirituc Design - Dec 2010 - Feb 2014

Specialized in designing responsive web and mobile guidelines, with a focus on the Bootstrap framework.

Provided design direction for numerous digital marketing campaigns.

Conducted prototyping, A/B testing, and focus groups to enhance user experiences.

#### Relevant projects:

Designed the digital content website for Multinova Livreiros.

Directed the launch of the Rubson/Henkel website.

Managed campaigns for Mercedes-Benz's first Class A model across multiple digital platforms, as well as digital campaigns for Mitsubishi Motors.

### Innovagency - Mar 2009 - Dec 2010

Gained foundational experience in UX and UI design.

Designed with early mobile-first guidelines, focusing on usability for the first generation of smartphones and tablets.

Supported various digital marketing campaigns, including designing landing pages, banners, and newsletters.

#### Relevant projects:

Led the design for the launch of Portugal's first iPad application for Jornal de Negócios.

Created the digital campaign and website for the Ancoradouro housing development in Porto.

Developed a new website for the Oporto City Council.

## CLIENTS

BMW Group, Outsystems, Coca-Cola, Medis, Advance Care, Banco de Portugal, Aki Portugal e Espanha, Unibanco, Samsung, Parfois, Volta a Portugal, Automóvel Club de Portugal, Fnac, Brisa, Saab, Mercedes, Inatel, Easyjet, Roche, MSD, Astrazeneca, TVI, Uzina Books, Mitsubishi, Rubson, Centrum, Jornal de Negócios.

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## WORKING TOOLS

FIGMA

FIGJAM

SKETCH

INVISION

PHOTOSHOP

ILLUSTRATOR

ZEPLIN

JIRA

CONFLUENCE

GOOGLE FONTS

NOTION

## EDUCATION

### **Sketch & Design – Lisbon Workshop**

2018 - EDIT.WORK

### **Alexandro Toledo UX Microsoft Workshop**

2013 - Belas Artes Lisboa

### **UxLX User Experience International**

2011 - 2012 - 2013

### **Comunicação e Design Multimédia Graduation**

2004/2008 - ESEC Coimbra

## CONTACTS

<https://joaoluciano.pt>

[joaoluciano.costa@gmail.com](mailto:joaoluciano.costa@gmail.com)

(+351) 912627903

<https://dribbble.com/joaoluciano>

<https://www.linkedin.com/in/jldcosta/>

