

VERA MARTINS

Sr. Product Designer

 [verasans.github.io](https://github.com/verasans)

 veraifos@gmail.com

 Portugal

Competency

Product Design
Design systems
Prototyping
Illustration
User Research

Software

Sketch
Figma
InVision
Maze
Photoshop
Illustrator
Affinity Designer

Languages

English
Portuguese

Education

HTML5 & CSS3

ESAD, Matosinhos
2021

Master's degree in Image Design

Faculdade de Belas Artes da
Universidade do Porto
2011 - 2012

Audiovisual

Facultad de Bellas Artes -
Universidad del Pais Vasco
2010

Degree in Multimedia Design

Universidade da Beira Interior
2007 - 2010

Experience

TUI Group - Product Designer

Remotely from Portugal | 2021-

Working as a COCUS PT consultant.
Currently adapting the web app into native mobile experiences for Android and iOS.

Doccle - Product Designer

Leuven, Belgium | 2018 - 2021

Helped the company grow to 2M users across the **web app** and **native mobile apps**.

My responsibilities ranged from **concept development**, detailed **product design** and **visual**, unconventional **user testing** and **releases strategy** while reporting directly to the CTO.

Advocating for the value of design I worked on the first **design system and component library** with the development team. Always alongside the marketing team to ensure synergy between the brand and the product.

Veepee - Product Designer

Brussels, Belgium | 2017 - 2018

Worked on the adaptation of the **web app** to **mobile**, both for **Android and iOS**. I took part in the big re-branding project, helping to create the new brand **style guides** and **design system**.

Collaborated on revamping the **UI and UX** of an **internal back-office tool**.

I also helped and provided training to the Marketing team to create simple HTML pages for seasonal campaigns, reducing dependency from the product development team.

CelFocus - Product Designer

Porto, Lisbon, Dubai | 2014 - 2017

I worked mainly for Vodafone Portugal and du, an Emirati TELCO Company. I helped **improve the interfaces and usability flows** from the **B2B portals** that were going to be used on the first **Apple store in Dubai**. In 2015 I became the design lead for du's projects.

I was the product designer for the Vodafone's 'Smart Router' app and helped on the re-branding of their Design System, back in 2016.