VERA MARTINS

Senior Product Designer with 13 years of experience across startups, scale-ups, and multinational organisations. Turning complex challenges into clear, user-centred products, delivering measurable impact from conversion growth to multi-million-user scale.

EXPERIENCE

APIAX
Remote/ Switzerland
Lead Product Designer
May 2022 - Present

• Led the development and implementation of a design system, resulting in a 20% reduction in design and development time

• Successfully led the launch of Apiax's initial AI product, from concept to adoption by 2 financial institutions (POCs)

• Identified gaps in cross-functional team collaboration and initiated new Product<>Engineering communication practices, resulting in seamless handoffs

NOKIA
Remote/ UK
Senior Product Designer
Jan 2025 - Dec 2025

• Led user-centred design for Nokia's corporate website, delivering high-impact projects from concept to launch

• Collaborated with internal and client teams to integrate new features, providing strategic design guidance throughout implementation

• Acted as a key bridge between global, cross-cultural stakeholders and development teams, enabling clear communication and effective collaboration

DURACELL
Remote/ Switzerland
Senior Visual Designer & CRO Consultant
May 2024 - Nov 2024

• Led a Europe-wide conversion optimisation initiative for Amazon product imagery, aligning design decisions with user needs and commercial goals

• Delivered a 3% increase in conversion rate across European markets and established a scalable framework for ongoing optimisation

• Owned the end-to-end experimentation strategy, from user research and success metric definition to A/B testing and iterative visual design

TUI UK
Hybrid/ UK
Lead Product Designer
Jul 2021 - Dec 2021

• Managed the feature teams, working cross-functionally, transferring features from the web app to the native mobile app

DOCCLE
Leuven, Belgium
Senior Product Designer
May 2018 - Jul 2021

• Led product design efforts that grew the company to 2M+ users across all platforms

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SKILLS

Product Strategy

Design Thinking

UI / Visual Design

Sketching

Wireframing

Interactive Prototyping

Concept Development

Chatbot development

Journey Mapping

Usability Testing

User Interviews

Information Architecture

Illustration

TOOLS

Figma

Sketch

Google Analytics

Hotjar

Maze

Atlassian/ Jira

Procreate

Adobe Illustrator

Adobe Photoshop

VEEPEE GROUP   Brussels, Belgium
Product Designer   May 2017 - May 2018

• Improved CRO on web & mobile app by 4%; collaborated with marketing to develop communication assets for Benelux and France

DU   Dubai, UAE
Product Designer   Oct 2014 - Feb 2017

• Designed compelling user experiences for the first Apple store in Dubai

EDUCATION

FACULTY OF FINE ARTS (FBAUP)   University of Porto
Master's degree, Image Design   2010 - 2012

FACULTY OF FINE ARTS (EHU)   University of the Basque Country
Bachelor's degree, Multimedia Design   2007 - 2010

VOLUNTEER

SENIOR UNIVERSITY   Vila Real, Portugal
Information Technology Teacher   2022 - 2025

FIA WORLD RALLYCROSS CHAMPIONSHIP   Portugal
Track Marshal   2022 - 2025

ONLINE

PORTFOLIO
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LANGUAGES

English
Portuguese
Spanish