



I'm João Piedade, a creative **Product Designer** with a passion for problem-solving.

www.jpiedade.com

jp3dro@gmail.com

+34 684 310 904

@jp3dro

PREVIOUSLY



User Interface Designer at XING

Barcelona, Spain. Early 2015 - present

At XING I'm part of an **international and partly remote** team dedicated to the next-generation B2B E-Recruiting products – where I'm currently focused on **interaction and visual design**. One of the biggest challenges I'm facing is to merge 5 fragmented products into 1 Suite UI and so far it resulted in a **35% revenue increase**.



Founding Product Designer at TravelPerk

Barcelona, Spain. Early 2015

I was the first designer to join TravelPerk and made the first workflows and **visual mockups for the MVP**. To help them quickly grow and onboard new designers I created a **design guidelines** book.



User Experience Designer at Booking

Barcelona, Spain. Late 2014

I joined Booking to collaborate on **user research and user testing** for a new B2B product and later became responsible for the creation of **wireframes and visual mockups** of new features. I was working with an international team in the Barcelona office and a remote team in Seattle.



User Experience Designer at log

Lisbon, Portugal. 2013-2014

At log I worked as a consultant in a wide range of projects. I joined the company when we were restructuring the UX methodology for future projects and was involved in research. My tasks ranged from the creation of **wireframes, visual design mockups and coding** prototypes for user testing.



Internship at Biodroid Entertainment

Biodroid, Lisbon, 2012

I was invited by a professor to work for his company while I was in university. As a **Front-end Developer** I developed and launched the London 2012 Olympic Games app for Samsung Smart TV. This app was built with HTML, JavaScript (jQuery) and Samsung Smart TV SDK.

EDUCATION

Bachelor's degree in Audiovisual and Multimedia

Lisbon, Portugal. 2010 - 2013

I got my Bachelor's degree in Escola Superior de Comunicação Social and joined with a High School diploma of Science and Technology.

UX SKILLS

Interviews

Benchmarking

User test

Heuristics

AB test

Research

Guerilla testing

PRODUCTS I USE

Sketch

Adobe Photoshop

Principle

Invision

Framer

LANGUAGES

Portuguese

English

Spanish

SIDE PROJECTS

Founder of Minimal Vogue

Mid 2017 - present

www.minimalvogue.store

I recently opened my first e-commerce store with posters designed by myself.