



PERSONAL INFO

Ana Raquel Ferreira Gonçalves Lopes Afonso
05/06/1988

Lisbon
Portugal



Ana Afonso
Senior UX/UI Designer

EXPERIENCE

- Since Nov'21 **Senior UX/UI Designer**
Splink (former MyLADS)
Av. Defensores de Chaves 2A, 1000-154 Lisboa
- Nov'18 - Nov'20 **Webdesigner**
Decskill (for SAPO)
Av. Duque de Loulé 123, 1050-089 Lisboa
- Aug'13 - Oct'18 **Webdesigner**
Banco Santander Totta
Rua da Mesquita 6, 1070-238 Lisboa
- May'13 - Jul'13 **Instructor (Webdesign)**
Datazone
Rua Tenente Espanca N°3, 2ªA, 1050-220 Lisboa
- May'13 - Jul'13 **Webdesigner**
Infosistema (for Banco Santander Totta)
Av. José Gomes Ferreira 11, Ed. Atlas II, 1495-139 Algés
- Jan'13 - Apr'13 **Webdesigner**
Datazone (for AXA)
Praça José Queirós N°1,
Edifício Entrepasto, Porta 2, 3º Piso, 1800-220 Lisboa
- Dec'11 - Dec'12 **Webdesigner, Photographer**
MediaTrust – Comunicação e Marketing
Av. José Malhoa, nº 2
Edifício Malhoa Plaza, esc. 3.7, 1070-325 Lisboa
- Jul'11 - Dec'11 **Designer, Photographer**
Primeira Impressão and Estúdio Eduardo Grilo
Rua da Horta Seca, nº5, 1200-221 Lisboa
- Jul'10 - Sep'10 **Designer**
brain, Id Your Brand
1400 Lisboa

EDUCATION

- Sep'06 - Jul'11 **degree in Communication Design**
Fine-Arts Faculty of Lisbon University (FBAUL)
14 values
- Sep'03 - Jun'06 **Arts**
Maria Lamas Middle School, Torres Novas
17,4 values

TECHNICAL SKILLS



EXTRACURRICULAR

- Mar - Jul'16 **UX/UI Design**
Edit
- Sep - Oct'13 **Digital Marketing**
Digital Academy
- Jul'13 **Javascript**
Infosistema
- Sep - Oct'11 **Web Design**
FrenetikPolis
- Sep'96 - Jul'02 **English**
LinguaCultura

SOCIAL SKILLS

- EuroSkills 2010 Volunteer**
IPJ / IIEFP Dec'10
- IPJ Volunteer**
IPJ / Segurança Social Oct - Dec'10
- Pedagogical Counselor**
FBAUL Jun'09 - Dec'10
- AEFBAUL President** Nov'07 - Dec'09
Events Dep. Vowel Jun - Nov'07
FBAUL Students Association



(+351) 919 746 143



ana.afonso.dc@gmail.com



panoplia.pt/ana_afonso



PERSONAL INFO

 Ana Raquel Ferreira Gonçalves Lopes Afonso
05/06/1988

 Lisbon
Portugal



Ana Afonso
Senior UX/UI Designer

PROFESSIONAL PROJECTS EXPERIENCE DETAIL

- Nov'18 - Nov'20** ● **SAPO (Decskill - outsourcing) | IT and Services**
Webdesigner
Creation of digital campaigns; Creation and edition of several publicity formats;
Design and development of newsletters and landing pages.
Technologies: Html, CSS, Js, Photoshop, Illustrator, InDesign, Flash, Brackets
- Aug'13 - Oct'18** ● **Santander Totta | Banking**
Webdesigner
Creation and / or implementation of digital campaigns (segmented and broadcast) on the website, NetBanco and App Santander;
Relationship Manager of the Multichannel area with CRM and Marketing areas; IT vendor management;
Identifying problems on Netbanco flows and designing solutions, in order to achieve better conversion rates;
Contributed for the new website development and was UX&UI consultant for the App Santander redesign;
Design and programming of email marketing and landing pages;
Creation, edition and management of contents of santander.pt and NetBanco (homebanking)
Technologies: Html, CSS, Js, jQuery, Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Brackets, Bootstrap, Fatwire (CMS), Eclipse (CMS)
- May'13 - Jul'13** ● **Datazone | IT and Services**
Webdesign instructor
Instructor of a course of Webdesign, composed of modules of Illustrator, Photoshop, HTML5 and CSS3, addressed to AXA's employees. Taught UX/UI awareness, how to wireframe and prototyping a website and how to build a website with html and css
Technologies: Html, CSS, Photoshop and Illustrator
- May'13 - Jul'13** ● **Santander Totta (Infosistema - outsourcing) | Banking**
Webdesigner
Responsible for the content management and creation of digital campaigns for the bank's website and online banking (NetBanco); Design and development of newsletters and landing pages;
Design of multimedia objects (animated invites and screensavers).
Technologies: Html, CSS, Js, Photoshop, Illustrator, Flash, Dreamweaver, Eclipse (CMS)
- Jan'13 - Apr'13** ● **AXA (Datazone outsourcing) | Insurance**
Webdesigner
Design and development of layouts for the company digital applications (Simulators and Intranet's redesign); UX&UI design.
Technologies: Html, CSS, Javascript, Visual Studio, Photoshop
- Dec'11 - Dec'12** ● **MediaTrust – Comunicação e Marketing | Marketing and Publicity**
Webdesigner, Photographer
Design of everal communication materials;
Design and development of websites and newsletters;
Facebook activation;
Support for the production of events and dissemination to the press;
Photo coverage of events.
Technologies: Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Html, CSS, Js, jQuery



(+351) 919 746 143




ana.afonso.dc@gmail.com



panoplia.pt/ana_afonso



PERSONAL INFO

 Ana Raquel Ferreira Gonçalves Lopes Afonso
05/06/1988

 Lisbon
Portugal



Ana Afonso
Senior UX/UI Designer

PERSONAL PROJECTS EXPERIENCE DETAIL (ongoing)

Since Nov'21

 **Splink** | Sports, Collectibles, Augmented Reality
Senior UX/UI Designer

Responsible for designing Splink's digital experience. Designed the app, landing pages for the new product launch and currently working on a new website.

In charge of managing the company's rebranding process with the agency.

Technologies: Figma, Photoshop, Illustrator, InDesign.

Since Jan'14

 **Panóplia_2.0** | Marketing and Publicity
Product Designer

Advertising, Design & Branding, Strategy, Activation and Digital.

Responsible for project management, UX&UI design and developing newsletters, landing pages and websites.

Technologies: Photoshop, Illustrator, InDesign, Animate, Sketch, Figma, Brackets, HTML, CSS, Js, jQuery, Bootstrap; Wordpress.



(+351) 919 746 143



ana.afonso.dc@gmail.com



panoplia.pt/ana_afonso