
Pablo Martins

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UX/UI Designer

With 8 years of experience in UI/UX and graphic design, I specialize in creating user-focused digital interfaces and conducting user research. I excel in developing high-fidelity prototypes and collaborating with multidisciplinary teams. Skilled in branding, illustration, and video editing, I have contributed to successful advertising campaigns and educational projects.

WORK EXPERIENCE

Smartgov Group • Braga, Portugal • 03/2022 – Present

UI/UX & Graphic Designer

- Facilitated effective communication between design and development teams, ensuring seamless handoffs and improving project delivery efficiency.
- Created digital interfaces with a focus on usability and User Experience (UX).
- Conducted user research and behavioral analysis.
- Developed high-fidelity prototypes.
- Managed the handoff process with development teams.

Freelance • Recife, Brazil • 02/2020 – 03/2022

UI/UX Designer • Freelancer

- Developed digital design and branding projects.
- Created interfaces and user experiences for a diverse range of clients.
- Produced graphic materials and custom illustrations.

Grupo Galindo • Recife, Brazil • 01/2014 – 01/2015

Graphic Designer

- Created graphic materials for advertising campaigns.
- Developed branding assets and visual identities.

Mídia Eventos • Recife, Brazil • 02/2012 – 02/2013

Video Editor • Internship

- Edited and finalized institutional and commercial videos.

UFRPE • Recife, Brazil • 02/2009 – 02/2010

Graphic Illustrator • Part-time

- Created illustrations for educational and scientific projects.

SKILLS

Design & UI/UX: Design Thinking, Interaction Design, Product Design, UI Design, UX Research, UX Strategy, UX Writing

Tech Stack: Adobe Creative Suite, CSS, Figma, HTML, PHP, Sketch, WordPress, Zeplin

EDUCATION

Associate Degree in Graphic Design

Unibratec — Brazilian University of Technology
Recife, Brazil
01/2015

Design

Federal University of Pernambuco (UFPE)
Recife, Brazil
01/2012

CERTIFICATIONS

Design Systems: Fundamentals of design at scale • 08/2024

TheStarter — Advanced UX Design Programs

English for UX Design • 12/2023

TheStarter — Advanced UX Design Programs

Product Design • 12/2023

TheStarter — Advanced UX Design Programs

Design Systems Documentation • 11/2023

TheStarter — Advanced UX Design Programs

Accessibility for UX Design • 09/2023

TheStarter — Advanced UX Design Programs

Designing the Future: UX for Artificial Intelligence • 08/2023

TheStarter — Advanced UX Design Programs

Optimized Handoffs • 07/2023

TheStarter — Advanced UX Design Programs

UI Design • 04/2023

TheStarter — Advanced UX Design Programs

Usability Testing: A neuroscience perspective. • 04/2023

TheStarter — Advanced UX Design Programs

UX Design • 04/2023

TheStarter — Advanced UX Design Programs