



**JOSE**  
SANTOS

**Lead Product Designer**

## **PROFESSIONAL EXPERIENCE**

**April 2021 - Present**

**Lead Product Designer - John Lewis (Contract)**

As a lead designer for the apps team I have been helping the team setting up new ways of work, design processes and design standards as well as new UI libraries for iOS and Android. As a hands on designer I also support Homepage, Navigation and Account verticals, with optimisations and new features, based on research, user insights and business KPIs.

**September 2020 - May 2021**

**Lead Product Designer - Paddy Power Betfair (Contract)**

Responsible for designing concept hypothesis to be tested fortnightly to validate ideas before production. Produce rich prototypes to help stakeholders and developers to visualise motion. Lead and motivate the UI team to deliver exciting work while keeping designs consistent, following accessibility guidelines and true to the design system.

**January 2020 - June 2020**

**Lead Product Designer - NotOnTheHighStreet.com (Contract)**

I was brought in to support the Product design director to kickstart a new design function, define a design strategy, create new design guidelines, lay the foundations for a design system and create visual and motion concepts to influence the company on their trajectory to transform the product.

**May 2018 - December 2019**

**Lead UI Designer - ClearScore (Contract)**

Leading a small team of designers to improve the mobile native apps user experience. Product designing new engaging features that will allow people to get a better control over their finances.

**August 2016 - April 2018**

**Lead UI Designer - Just Eat (Contract)**

Responsible for re-shaping the whole iOS landscape. From tech/design alignment, defining design and delivery standards with a creation of typography, icon and UI Libraries, to product design, prototype and pitch completely new experiences.

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**Linkedin**

[linkedin.com/in/josesantos79](https://www.linkedin.com/in/josesantos79)

**Portfolio**

[www.jose-santos.com](http://www.jose-santos.com)



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**December 2015 to July 2016**

**Senior UI Designer - Farfetch (Contract)**

Responsible for refining the current iOS experience. With the aim to enhance the user experience and increase conversion. We used data, user research and high fidelity prototypes to help us make better informed design decisions.

**June 2015 to November 2015**

**Senior UI Designer - Tesco PLC (Contract)**

Leading the UI team responsible for creating the next generation responsive website for the UK and international markets. I have been working closely with the POs, PMs and Scrum team to improve the ways of working and implement efficient design, sign off and deployment processes.

**March 2012 to May 2015**

**Senior UI Designer - Sky**

Responsible for designing a range of high profile projects. Including the new Sky Service app (iOS and Android) and the Sky.com responsive homepage both award winners.

**April 2011/March 2012**

**Product Designer - Sky (Contract)**

Designing for a range of Sky Sports interactive TV applications including Sky F1 Race Control and Champions league Interactive, among others.

**December 2010 / February 2011**

**UI Designer - Orange (Contract)**

Working across 4 projects, iPad Orange App Book, web portal, Sports portal and Mobile Orange World.

**March 2006/ November 2010**

**UI /UX Designer + AS animator (Freelance) London, UK**

Designing and developing a range of online portfolios, showcases and websites, for several individual and corporate clients

**March 2002/ November 2006**

**Artworker/Art Director, Lisbon, Portugal**

Graphic Designer/Art Director at a range of Advertising agencies. Such as Abrinício (MPP Group), Today co and Consultorio\_

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## **SKILLS**

### **UI Design**

Art direction as well as hands-on execution.

Keen sense of branding, colour schemes, typography, Gestalt Principles, native guidelines (Apple Human Interface Guidelines and Android Material Design) and grid systems. Strong digital brand strategy and integration of brand experiences.

### **UX Design**

Competencies in aligning business and design strategy with functional requirements. Research and development of integration documents, responsive patterns, flows and wireframes.

### **Digital tools**

Professional use of design tools Figma, Sketch, Adobe XD, Overflow, Miro, Prototyping tools, Protopie and Pincipal and task tools such as Jira and Trello.

## **EDUCATION**

### **2001/2003**

**Degree in Communication Design.**

**by IADE – Visual arts, Marketing and Design Institute. Lisbon.**

This was a 4-year degree on Arts and Design, theory and practice. Focused on Graphic Design, New Media Design, Interaction Design, Aesthetics. I dropped out in 2003 as I was offered a position as Artworker at the agency Abrinício where I was at the time interning.

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