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📍 Dublin, Ireland

EXPERIENCE Total **19 years** User Experience **>12** Information Architecture **>12** Project Management **>15**

JOB TYPE ✓ Permanent ✓ Contract **POSITION** A Management / Senior role **MOBILITY** ✓ Travel ✓ Relocation

PROFILE

I am a pro-active, entrepreneurial and experienced UX/IA Specialist with a unique combined view due to artistic training and background complemented with years of professional technical work, fully capable of working on any role in the entire website lifecycle.

I possess an excellent ability to identify, analyse and solve complex problems, with efficient, cost-effective, money saving solutions that meet the company's philosophy and quality standards.

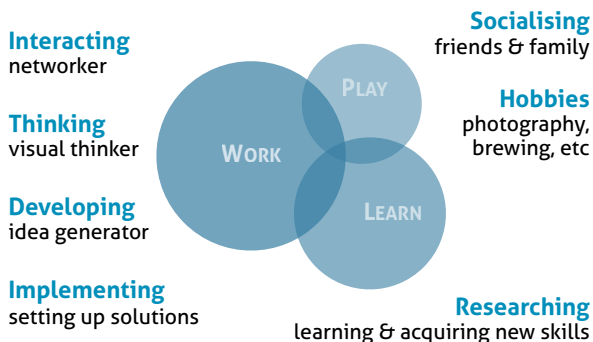
+ PROFESSIONAL SKILLS

	Average	Good	Skilled
(X)HTML	○○○○○○○○○○		
CSS	○○○○○○○○○○		
PHP/SQL	○○○○○○○○○○		
Javascript/jQuery	○○○○○○○○○○		
UX	○○○○○○○○○○		
Information Architecture	○○○○○○○○○○		
Usability	○○○○○○○○○○		
UI	○○○○○○○○○○		
Social Networking	○○○○○○○○○○		
Web Marketing	○○○○○○○○○○		
SEO	○○○○○○○○○○		

+ PERSONAL SKILLS

Problem Solving	○○○○○○○○○○
Creativity	○○○○○○○○○○
Organisation	○○○○○○○○○○
Communication	○○○○○○○○○○
Teamwork	○○○○○○○○○○

+ WORK / PLAY BALANCE



+ INTERESTS



+ EMPLOYMENT

- OCT'15 - Today **Principal UX Architect**
Rapid7
UX lead for the Search product following the acquisition of Logentries by Rapid7.
- MAY'15 - OCT'15 **Principal UX Architect**
Logentries
Responsible for the entire in-app UX reporting directly to the Head of Product.
- OCT'14 - MAY'15 **Information Architect / Design Lead**
Fidelity Investments
Define the Information Architecture for multiple institutional Fidelity websites.
- FEB'13 - JUN'14 **Senior UX Manager**
Apiarian Learning
Main responsibilities were UX, UI, IA, CX, Web Design & Development.
- JUL'11 - AUG'12 **Web Developer**
Jugnoo, Inc.
Main duties were planning, development and maintenance of all web properties.
- MAY'11 - FEB'13 **Founder**
mblz.me
Opened a small web studio devoted to mobile development (web and apps), website migration and integration.
- 2002 - FEB'13 **Independent Consultant**
Delivering services in UX, IA, ID, CX, Usability, Web Development, Project Management, Email Marketing, Social Media Marketing, Graphic and Web Design, and Consultancy.

+ LANGUAGES

🇵🇹 PT 🇪🇸 ES 🇫🇷 FR

EXPERIENCE

PRINCIPAL UX ARCHITECT, LOGENTRIES / RAPID7 — 2015-TODAY

In May 2015 I began working as the Principal UX Architect for Logentries, an Irish startup leader in Log Management & Real-Time Analytics, where I lead a small team responsible for the entire in-app UX/UI and reporting directly to the Head of Product. I brought processes and methodologies that made Logentries a more user-centred organisation, and planned and executed on a large number of short to long term projects ranging from strategic to tactical to operational.

In October 2015, Logentries was acquired by Rapid7, a leading provider of security data and analytics solutions that enable organisations to implement an active, analytics-driven approach to cyber security, where I became UX Lead for the Search product.

INFORMATION ARCHITECT / DESIGN LEAD, FIDELITY INVESTMENTS — 2014-2015

In October 2014 I began working as an Information Architect / Design Lead for Fidelity Investments, one of the largest mutual fund and financial services groups in the world, where I joined the multidisciplinary team that redesigned all of FI European websites.

SENIOR UX MANAGER, APIERIAN LEARNING — 2013-2014

From February 2013 till June 2014, I have worked as a Senior UX Manager for Apierian Learning, an Irish company based in Dublin.

My main duties were IA, UX, UI, CX, Web Design and Development, managing contractors and reporting directly to the COO.

Planned, designed and developed a niche online eLearning courses website in 3 months. Currently selling 25+ courses with 20K unique visitors per month marketed through social media channels.

Made several UX, UI, IA and code improvements to an existing property, a curated eLearning website for Irish leaving cert students with 26K unique visitors per month.

Under this scope, I was responsible for:

- Reviewing and creating wireframes, site maps, process flows, navigational flows, user research and testing
- Defining and documenting interface requirements and technical specifications
- Defining system usability guidelines, design guidelines, GUI prototypes and data visualisation
- Managing the product design process, driving decisions, tracking issues, and estimating resource needs and schedules
- Translating business requirements and stakeholder requests into specifications and tangible product & updates
- Building product concepts with continuity of strategy in mind to ensure longevity of vision
- Leading the development of creative concepts that speak to the audience
- Conducting audience, user, and stakeholder interviews, competitive audits and participating user research, concept testing, usability testing, and market research.
- Challenging processes and look for efficient ways of doing things based on usability testing, requirements gathering, mental models, and personas
- Researching and implementing innovative design and creative concepts
- Conducting strategic workshops on topics including innovation, goal prioritisation, positioning, identity, message and content architecture
- Looking at a broader context of customer behaviour and building solid products and updates based on web traffic analysis reports, social analytics and behavioural analytics
- Leading multidisciplinary teams to execute tasks within an iterative software development process

WEB DEVELOPER, JUGNOO INC. — 2011-2012

From July 2011 to August 2012, I have worked as a full-time Consultant for Jugnoo, Inc, a Social CRM startup company based in Toronto, Canada. My main duties were planning, development and maintenance of all company's web properties reporting directly to the CTO, which included:

- Translating business requirements into specifications and tangible products
- Creating wireframes, process flows, flow charts, functional specifications, prototypes, sketches, storyboards and scenarios
- Reviewing and redoing technical projects to minimise their cost and development time
- Collaborating, managing and reporting on the progress done by teams in 4 different countries across 3 continents
- Collaborating within an agile environment on teams made up of strategists, product managers, engineers, data experts, and designers to deliver world-class experiences
- Mastering industry processes, benchmarks, conventions and norms, as well as emerging technologies

FOUNDER, MBLZ.ME — 2011-2013

In May 2011 I opened a small web studio, mblz.me (*mobilize me*), mainly devoted to mobile development, migration and integration in an effort to answer the growing volume of work I had in this area and to officialise a partnership with Pagelines, a SF based company, developer of the most advanced Wordpress Framework, of whom I was a recommended Professional partner. A month and a half later mblz.me led me to be contacted and offered a contract by Jugnoo, Inc, thus being placed in stand-by.

INDEPENDENT CONSULTANT — 2002-2013

From October 2002 to present day, I have been working as a Freelancer, delivering services in Graphic and Web Design, Web Development, Consultancy, QA and Software Translation among others, for several clients based mainly in Europe and North America. Main areas of work include Web Marketing, Content Management & Strategy, Information Architecture, Advertising, SEO, SEM, Social Networking, e-Commerce, Responsive Web Design, Mobile conversion and optimisation, and Mobile UI & UX.

WEB DESIGNER/DEV., GRAPHIC DESIGNER & PROJECT MANAGER, CUBO MÁGICO LDA — 1999-2002

From 1999 to 2002, I worked at Cubo Mágico, LDA., as a Web Designer/Developer, Graphic Designer, and Project Manager in a multidisciplinary team who launched, managed and maintained a 19 website network in services, information and entertainment. <http://web.archive.org/web/20031122062146/http://rede.aeiou.pt/>

FOUNDER + WEB & PRODUCT DEVELOPMENT MANAGER, PRODIGIO + IDEIA VISUAL — 1995-1999

Internet Start-Up's pioneer in Portugal, as a co-founder of Prodigio – Produções Digitais Online (a company later on purchased by the Sonae Group) and of Ideia Visual – Comunicação e Design Interactivos, Lda., a company later on integrated into Esoterica – Novas Tecnologias de Informação, S.A., the first private ISP to operate in Portugal, where I held the position of Web & Product Development Manager from 1997 to 1999.

EDUCATION

ESAD - Escola Superior de Artes e Design (Higher School of Fine Arts and Design) — 3rd Year Attendance, 1993 - 1996

OTHER EXPERIENCE

VOLUNTEER IN INTERNATIONAL HOSPITALITY NETWORKS, COUCHSURFING.ORG — 2004-2011

Hospitality exchange networks aim at making the world a better place by promoting tolerance, cultural interchange and personal development values, enabling a new way of traveling, bringing travellers closer to the places they visit, as well as their culture, habits, language and above all their people.

Since 2004 I have acquired a large experience hosting in my country and city hundreds of people from different nationalities, age and beliefs, which allows me to have, per example, a special sensitivity and spontaneity in countries where I do not speak the native language.

In the specific scope of CouchSurfing.com, the world's largest web-based non-profit International Hospitality Exchange Organisation, I have performed the role of City Ambassador since the end of 2006. Compelled by the need to give a more valid contribution to the community, I became one of the 1,600 volunteers who manage 2,5 million members. On a daily basis, I deal with more people from the rest of the world than from my own country, both online and offline. Therefore, I constantly work in a multilingual environment, running and collaborating with teams whose functions are, among others, translating, group managing, event organisation and new members welcome.

SKILLS

LANGUAGES

Mother tongue: **Portuguese**

Proficient: **English** (C2)

Intermediate: **Spanish** (B1),

French (B1)

- Logical and creative, able to make critical decisions that meet the company's philosophy and quality standards.
- Excellent ability to identify, analyse and solve complex problems, with efficient, cost-effective, money saving solutions.
- Pro-active, entrepreneurial, and quick learner of new areas of knowledge;
- Strong team player, comfortable with leadership responsibilities. Remarkable capacity to develop independent or team work. Solid experience in project and team management. Capable of efficient allocation of technical and human resources, maximising team productivity;
- Proficient in managing and planning multiple simultaneous projects and working well under pressure.
- Comfortable in different work environments, ranging from companies, remote work and outsourcing.
- Excellent communication skills and adaptation to new work environments, work types and multicultural environments.
- Fluent in XHTML and CSS, and knowledgeable enough to work with PHP, MySQL and any flavour of JS.
- Open Source Software supporter, I have contributed countless hours of beta testing, bug reporting, as well as software translation and localisation for several web and desktop applications.
- Highly proficient use of graphic design applications (Adobe Illustrator, PhotoShop, etc.) and web related applications;

ADDITIONAL INFORMATION

Deep interest in language learning. Currently learning Greek and Arabic.

Amateur photographer since my teenage years.

Amateur herpetologist.

Novice (beer) Brewer