

Joana Laranjeira Filipe,

Product Designer

Experience

 Product Designer, **BRAINR** Oct. 2025 – Present

Working on the design and evolution of a MES product, focusing on usability, consistency, and user-centered workflows for industrial contexts.

Contributing to UX/UI improvements, design decisions, and validation through internal reviews and collaboration with cross-functional teams.

 UX/UI Designer, **NewNormal** Sep. 2023 – Oct. 2025

Conducted user and market research to inform design decisions and improve digital experiences.

Created wireframes and prototypes to validate user flows and concepts before development.

Designed custom websites and scalable design systems aligned with brand identity, and delivered high-fidelity prototypes to support stakeholder alignment and implementation.

 UX Consultant, **AbleIT** Sep. 2023 – Oct. 2024

Conducted requirements analysis and client discovery to understand user and business needs.

Led user interviews, usability testing, and focus groups to gather actionable insights.

Designed user flows, wireframes, and prototypes from low to high fidelity.

Designed and developed web and mobile applications using OutSystems, adapting its design system to each client's visual identity.

 Jr. UX/UI Designer, **Innovaj** Jun. 2022 – Sep. 2023

Worked on two core mobile products, focusing on improving usability and overall user experience.

Led user research, interviews, and in-context observations to identify pain points and reduce high uninstall rates in a customer-retailer loyalty app, redesigning key user flows to improve retention.

For an energy consumption tracking app, conducted competitive analysis and assessed energy literacy to guide design decisions, created a scalable design system, and designed intuitive ways to present complex data.

Continuously iterated on both products through user feedback and beta testing, improving comprehension, usability, and product adoption.

Portfolio

<https://joanalfdesign-uxui.github.io/portfolio/index.html>

Skills

Design Figma, Prototyping, Wireframing, High-fidelity UI, Design Systems, Interaction Design

Research User Research, Usability Testing, On-site Research, Competitive Benchmarking, User Interviews

Product User Flows, Information Architecture, Product Thinking, Accessibility (WCAG 2.2)

Dev knowledge HTML, CSS, OutSystems (basic)

Soft skills Cross-functional collaboration, Stakeholder communication, Solo ownership, Fast iteration under constraints

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Education

Advanced Product Design Certification (APDC), **The Starter**

- UX/UI Design Advanced;
- Accessibility in UX Design;
- Craft Design: Behind the Pixels;
- Qualitative Research: From Strategy to Insights in the AI Era;
- Advance Design System.

UX/UI Design, **The Starter**

Final Grade **20 out of 20**

UX Design in Organizations, **The Starter**

Final Grade **17 out of 20**

Bachelor Degree in Communication Design, **University of Lisbon**

Final Grade **16 out of 20**

Licenses & Certifications

Certificate of Completion: AI Fluency Framework & Foundations, **Anthropic**

Jornadas de Acessibilidade e Usabilidade Digital 2025, **AMA – Agência para a Modernização Administrativa, IP**

Conducting Usability Testing, **LxDF – The Interaction Design Foundation**

AI For Designers, **LxDF – The Interaction Design Foundation**

Information Architecture (IA) in the Context of UX, **The Starter**

IA + UX Research/AI + UX Research, **The Starter**

Voluntary Work

Community Manager, **As Raparigas do Código**

Managed social media and digital channels, maintaining consistent and engaging communication with the community.

Organized and coordinated events, supporting community growth and visibility.

Co-organizer, **Friends of Figma Portugal**

Created a welcoming and engaging atmosphere at events, energizing and motivating the community.

Acted as host and presenter, leading sessions and ensuring a smooth event flow.

Encouraged participation and interaction, contributing to a positive and memorable event experience.