



## UI/UX Designer



# PAULO OLIM

I'm deeply motivated to create interfaces where stories and ideas have the power to change, build, and reinvent for the better.

### WORK EXPERIENCES

#### UI/UX Designer

Wegotpop  
London, UK  
Jan. 2018-Present

Helped identifying the competitors, created personas, sitemaps, wireframes and prototypes. Conducted user research and interviews to identify user pain points. Helped creating and simplifying the onboard, manage, book and pay workflows on the platform for titles such as Star Wars and The Crown. Worked collaboratively with developers to improve the design/development process. Built a design system to have a stronger UI consistency on the platform.

#### Creative

Rex Brown Ltd.  
London, UK  
Aug. 2016 - Jan. 2018

Worked primarily in the realms of the creative direction of brainstorming new ideas, creating storyboards, prototypes, working with web design, as well as motion design, creating product branding, videos and marketable images. Focusing on increasing visitors and revenue for ecommerce brands such as Cusheen, Global Enterprise Sales and Groupon.

#### Designer

London cabaret club  
London, UK  
June 2016 - Aug. 2016

Contributed with the UI and overall visual design for the club's website. Produced creative material such as banners and flyers.

#### UI/UX Designer

Upward studio  
Sulmona, Italy  
Oct. 2014 - April 2015

I mainly worked on prototyping, user testing and designing and defining the interaction models for the studio's website.

#### Designer

Promerch  
Funchal, Portugal  
Feb. 2014 - July 2014

Managed and supervised daily design tasks. Presented ideas and solutions for the customers by creating corporate identities logos, signs, spaces, menus, stand-ups.

### EDUCATION

#### Masters in Multimedia

FEUP  
Porto, Portugal  
Oct. 2014 - July 2016

Thesis based masters, focused on the ability to design and implement systems and multimedia applications, innovating in the design of new products based on emerging technologies.

#### Degree in Design and Interactive Media

UMA  
Funchal, Portugal  
Oct. 2009 - Feb. 2014

Multidisciplinary degree combining design, technology and psychology in order to develop creative processes and products for the web and entertainment industries.

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### SKILLS



Illustrator Photoshop

Sketch Balsamiq

Invision Axure

After Effects Html, Css

### SKILL SUMMARY



Wireframing      Interaction Design  
Mockups          Rapid Prototyping  
Storyboarding    User Research  
Personas          Usability Testing  
Visual Design     Heuristics

### AWARDS



#### 1st Prize - Illustration & Animation

Madeira Film Festival  
Funchal, Portugal

#### 1st Prize - Illustration

Direction of Special Education  
& Rehabilitation  
Funchal, Portugal

### INTERESTS

