



**DANIEL PEIXOTO**  
Senior UX Designer  
+10 years of work experience

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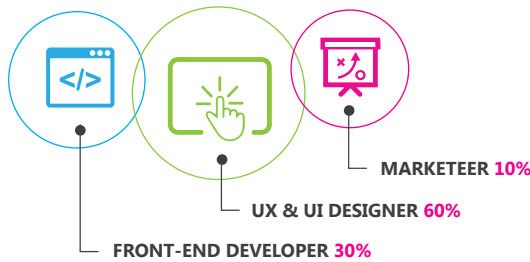
danielworks.com  
 @daniel\_peixoto\_  
 https://goo.gl/CR315d

## PERSONAL STATEMENT

In love with UX Design since 2006. I don't just make things that look shiny. I make things that are: beautiful, easy to use, persuasive, relevant to the customer and fit in the business environment. The goal is to integrate each ingredient into a great final product. What makes me important asset in each team is the combination of Computer Science, Design and Marketing. At the moment, in addition to my work as a Lead UX Designer at Pioneer Investments, I am the UX Country Manager in one of the most prized usability organisations.

I am proactive with a entrepreneur attitude, a problem solver with emotional intelligence but using left & right brain, a good organiser, a mentor.

## MY SPECIALITIES



## WORK EXPERIENCE

+10 Years

- PIONEER INVESTMENTS**  
*Lead / Senior Interactive Designer | 06/2014 - Present*  
Lead interaction designer, responsible for the creation (prototyping, design, coding) of all company websites (product and institutional websites). Responsible for the creation of all clients newsletters and internal/external videos. Agile Product Owner and the creator of the Web and Video guidelines.
- UX COUNTRY MANAGER (Ireland)**  
*Interaction Design Foundation | 06/2017 - Present*
- HMH**  
*Digital Media & Interactive Designer | 03/2014 - 06/2014*  
Prototyping and designing mockups of new features / digital platforms. Development of interfaces of new e-learning mobile services. Definition, developing and maintenance style guides for the responsive and native applications.
- MOVED TO DUBLIN | 2014**
- BEUBI**  
*UI / UX Designer & Front-End Developer & Marketeer | 2013*
- MAGNUM CAP**  
*UI / UX Designer | 2013*
- PT INOVAÇÃO (ALTICE LABS)**  
*UI / UX Designer & Front-End Developer & Marketeer | 2012*
- SAPO LABS | AVEIRO UNIVERSITY**  
*Web User Behavior Researcher | 2011/12*
- JUSTBIT**  
*UI / UX Designer & Front-End Developer & Marketeer | 2010/11*
- FREELANCER**  
*UI / UX Designer & Front-End Developer | 2006/09*
- BORN IN PORTUGAL | 1984**

## EDUCATION CERTIFIED

**Certifications**

- M.S. MARKETING**  
**B.S.C NEW COMMUNICATION TECHNOLOGIES**  
*University of Aveiro - Sep. 2007/ Dec. 2012* 2
- EVALUATION OF THE RECOGNITION OF AN INTEGRATED WEB PLATFORM SERVICES IN THE ACADEMIC COMMUNITY**  
*Capsi - Sep. 2012* 1
- INTERACTION DESIGN FOUNDATION**  
*1st position Ireland, 2nd worldwide - 2015/17* 28
- UX TESTING**  
*Nielsen Norman Group - London, May 2015* 1
- ENGLISH**  
*Advanced Business - A2, B1, B2* 3
- TRAINER**  
*Psicosoma - Aveiro - 2010* 1
- IT, DESIGN, MARKETING, PEDAGOGICAL, SOCIAL**  
*Technical Courses | >750 hours*  
*Conferences, Workshops & Meetups - 87* 17

## HOBBIES & AFTER WORK ACTIVITIES

- VOLUNTEER**  
*Food bank against hunger | 2012/13*  
*Simon Community | 2016/17*  
*Barretstown | 2016/17*  
*Junior Achievement Ireland | 2016/17 (Mentor and teacher)*
- ARDUINO**  
*2009/17*

## KNOWLEDGE

- User Interface
- User Experience
- Web & App design
- Composition
- Identity Design
- Interaction Design
- Creative Direction
- Color Theory
- Early Prototype Testing
- Advance Prototype Testing
- Usability Evaluation
- Information Architecture
- Information Gathering
- Lo-Fi and Hi-Fi Prototypes
- Responsive design
- Cross Browser/Device Coding
- Mobile/Desktop ApplicationTests
- CRM and Analytics
- International Bussiness Strategy
- Product/Service Promotion
- Online Marketing
- Work review & Follow up
- International/National
- Team collaborations
- Managing Projects
- Scrum product owner
- Copywriting

## PROGRAM / APPLICATIONS / FRAMEWORKS SKILLS

Eyeworks	●●●●●	Visual Studio 2012	●●●●●	MySQL	●●●●●	SPSS	●●●●●	After Effects CC	●●●●●
Photoshop CC	●●●●●	Eclipse	●●●●●	PostgreSQL	●●●●●	Analytics	●●●●●	Media Encoder CC	●●●●●
Illustrator CC	●●●●●	Bootstrap	●●●●●	Action Script 2.0	●●●●●	Adwords	●●●●●	3D Studio Max	●●●●●
Freehand	●●●●●	Foundation	●●●●●	XML	●●●●●	InDesign CC	●●●●●	Blender	●●●●●
BrowserLab	●●●●●	Synfony 1.4 /2.3	●●●●●	UML	●●●●●	AutoCad 2012	●●●●●	Cinema 4D	●●●●●
Muse CC	●●●●●	Git/Svn	●●●●●	XNA	●●●●●	Corel Draw X5	●●●●●	Director MX	●●●●●
Exp. Design CC	●●●●●	HTML 5	●●●●●	AJAX	●●●●●	Lightroom CC	●●●●●	Project 2010	●●●●●
Balsamiq	●●●●●	CSS 3	●●●●●	ASP	●●●●●	Cubase	●●●●●	Office 2016	●●●●●
Axure	●●●●●	Jquery	●●●●●	Wordpress	●●●●●	Nuendo	●●●●●	Sharepoint	●●●●●
Fireworks CS6	●●●●●	Javascript	●●●●●	Drupal	●●●●●	Logic Pro	●●●●●	Jira	●●●●●
Dreamweaver CC	●●●●●	Agile	●●●●●	Joomla!	●●●●●	Animate CC	●●●●●	Confluence	●●●●●
Netbeans 7.3	●●●●●	PHP	●●●●●	Adobe CQ5	●●●●●	Premiere CC	●●●●●	Redmine	●●●●●