



# Ruben Alegre Dias Senior Product Designer & Design Mentor

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## Experience and Education

Legend

Professional Experience Education

Apr 2022 - Present **DesignLab**

### Design Mentor & Student Success Team responsible

As a Design Mentor at DesignLab, I have had the privilege of guiding and mentoring numerous students in their journey to enter the field of UX/UI design. I adopt a project leadership approach, providing direction and support to steer them in the right direction.

Working closely with students, I leverage my expertise and experience to help them develop their skills and build a professional portfolio. Many of these students initially had little to no design background, but through our collaboration, they were able to transform their abilities and create impressive portfolios that led to successful job placements.

It is incredibly rewarding to witness their growth and success, knowing that my guidance and mentorship played a significant role in their achievements. By equipping students with the necessary knowledge and skills, I empower them to thrive in the competitive design industry.

As a Student Success Team Mentor at Designlab, I specialized in assisting students with very complex and challenging cases. Guided and supported them in overcoming obstacles to achieve their certification goals.

Jul 2023 - Oct 2023 **Truphone (formerly Cellnetrix)**

### Product Designer

Led design initiatives for BetterRoaming.com, a white-label eSIM solution. Developed and maintained a flexible design system for multiple brands, ensuring a consistent user experience. Collaborated with project managers to create complex user flows, optimizing product efficiency. Designed a user-friendly back-office interface for clients to manage eSIM options. Conducted competitive analyses to stay ahead of industry trends. Mentored team members in UX and research, fostering a culture of continuous learning.

**Tools** Figma, Notion, Dovetail, Maze

**Methodologies** UX Research, Design Thinking, Lean UX.

[More Details +](#)

Apr 2021 - Jun 2022 **Motork**

### Product Designer

I am the Lead Designer of the product StockSpark, an automotive PIM tool. This tool went from being a basic stock management that was given for free to users, to a fully priced Insights tool that gave users the possibility to make real time actions to their publications based on KPIs, resulting in much lower time in stock, and faster sales.

**Tools** Figma, Jira, Dovetail, Maze, Useberry, Hotjar, Confluence

**Methodologies** Design Thinking, SCRUM, Lean UX.

[More Details +](#)

Apr 2018 - Apr 2021 **Daymon**

Product Designer / Lead Product Designer

Started working as a UI designer, where I helped the company update several UI's to a more modern look. Worked alone for the first year, and after showing the potential of using design thinking methodologies I was proudly leading a team of designers. Was able to work on several relevant projects, using diverse UX tools. Since day one, I mentored and taught business of UX values and how we could improve our softwares if we were more User Focused.

**Tools** Figma, Jira, Invision, Invision Studio, Sketch, Balsamiq, Zeplin.

**Methodologies** Design Thinking, Kanban, SCRUM, Lean UX. Was able to implement successfully in several projects Information Architecture, Proto Personas, User Interviews, Finding and recommendation Reports, Process Fluxograms, Contextual Interviews, Gamification and Service Safaris.

[More Details +](#)

2019 **aS Creative Consulting**

### Certificate: Transformational Leadership on Team Management

Certified on a Transformational Leadership course to help me grow as a potential manager for a design team. This helped me understand types of leadership, and how I could help transform a team from within.

2015 **DesignLab**

### Certificate: UX Research & Strategy Course

While working for 100 Comparação, I started taking UX/UI more seriously into consideration and decided to take an online course, at Designlab. What was interesting about this course is that we had weekly meetings with our teacher on Skype. Learned the basics of UX Research and Strategy.

Jan 2018 **Free Code Camp**

### UI/ UX Designer

Was responsible for redesigning Freecodecampisbon.org, as a study with my fellow developers, as I was studying CSS/ HTML / JS. Since I was the only designer in the group, I gladly helped the students to revamp their website. This was the first time one of my creations was actually developed, and I am rather proud of the project.

**Tools** Adobe Photoshop, Illustrator

Jan 2014 - Aug 2018 **100 Comparação (Former Helldesign)**

### Visual Designer / Lead Visual Designer

I was directly responsible for revamping the design of "O Ericeira" monthly publication, and led many marketing projects, from start to finish. Later, I was responsible for overseeing the design team (2 designers) and was responsible for all the artwork coming from this small marketing company. Was also lead Motion Designer on "EriceiraTV", a local WebTV based on YouTube. Was also the responsible of the whole production of the company, and was responsible for quality assurance. Also was responsible for designing a few sites, as I was developing UI/ UX skills, in the later years.

**Tools** Adobe Photoshop, Illustrator, Indesign, After Effects, Premiere, Corel Draw

2011 - 2014 **ESAD Caldas da Rainha**

### Licentiate degree, Graphic Design and Multimedia

Design Gráfico e Multimédia