Helena Silva
Product Designer, M.A.

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ABOUT ME

I'm a Product Designer with 4+ years of experience creating thoughtful digital products, with a background in communication and visual design spanning more than 10 years. I work end-to-end across research, discovery, interaction and visual design, prototyping, developer handoff and design QA.
Most of my product experience has been in B2B SaaS, working with international teams and complex products where clarity, consistency and attention to detail matter. I'm particularly drawn to the intersection of strong UI craft, design systems, accessibility and increasingly AI-powered experiences.
I enjoy collaborative environments where I can work closely with Product and Engineering, explore problems together and iterate towards solutions that work for both people and the product.

WORK EXPERIENCE

Product & Communication Designer (2022 - Present) Freelance

- Work independently with small businesses and creatives across product, web and communication design, from UX/UI for digital products to websites, landing pages, visual identities and digital content
- Take projects from discovery and problem definition through design, iteration and final delivery
- Work closely with clients to understand their needs, translate them into clear design solutions and manage projects independently from start to finish

UX/UI Designer (Feb 2025 - Apr 2026) at Centiment, Denver County, Colorado, USA

- Led end-to-end design for new product features, from early research and exploration through high-fidelity design, developer handoff and design QA at launch
- Led the **Survey Themes** customisation feature, defining the experience and working closely with the design system to support flexible, user-controlled interfaces
- Maintained and evolved the product design system, introducing and refining components with implementation review in Storybook and Chromatic before production
- Collaborated on an **AI assistant for the survey builder** and an AI chat flow for creating surveys from scratch
- Designed and shipped **Research Goals** and new question types including CSAT, Star Rating, Constant Sum and MaxDiff
- Contributed to a broader product redesign, bringing new interface patterns and visual direction across the platform

UX/UI Designer (Jun 2023 - Oct 2024) at Neec Audio Barcelona SL - Ecler, Barcelona, Spain

- Designed complex B2B interfaces for professional AV software used by engineers and system administrators across hotels, auditoriums, corporate spaces and entertainment venues
- Built and maintained a unified design system across Ecler's product ecosystem, improving consistency as the range of platforms and products grew
- Designed **Ecler PLEX** and **CLOUD** from the ground up, creating interfaces for complex AV configuration, monitoring and control workflows

- Led a full redesign of the **VIDA** web app, bringing its experience in line with updated product and design standards
- Began interface design for **HALO** and designed the first screens and settings experience for **PULSO**
- Conducted user research and competitive benchmark assessments, using findings to inform product decisions and improve accessibility across platforms

Graphic and Communication Designer (Jun 2021 - Sep 2022) at Contos da Praça, Porto, Portugal
- Designed visual identities, campaigns and digital content for Portuguese music artists
- Created promotional assets across digital, social media, album and vinyl releases, online stores and advertising
- Contributed to the redesign and ongoing content management of the agency website

Graphic and Communication Designer (Apr - Sep 2019) at 100 Ferrugem, Porto, Portugal
- Worked across branding, packaging, digital illustration, social media and marketing campaigns for a range of clients
- Designed packaging for food brands including José Gourmet and created illustrations for children's books
- Collaborated on creative projects alongside Portuguese artist Luís Mendonça (Gémeo)

Graphic and Communication Designer (Sep 2016 - Mar 2019) at Fundação Casa da Música, Porto, Portugal
- Designed communication materials across print and digital for one of Portugal's leading cultural institutions
- Created campaigns, posters, MUPIs, brochures and editorial materials for hundreds of concerts and events each year across Piano, Jazz and Resident Groups programming
- Managed social media, email marketing and newsletters supporting the programme

EDUCATION

Master's degree, User Experience Design (2022 - 2023) at BAU, Centre Universitari d'Arts i Disseny, Barcelona, Spain
- End-to-end digital product and brand experience design, from user research and problem framing through functional prototyping, applying Agile and Design Sprint methodologies
- Coursework included UX research, interaction design, customer journey mapping and no-code/HTML/CSS implementation
- Final project: **VEGA**, an AI-powered sustainable shopping assistant designed from research through to prototype

User Experience & User Interface Design Course (2020) at EDIT. - Disruptive Digital Education, Porto, Portugal
- Intensive UX/UI programme covering research, visual design and design systems
- Worked on a responsive B2B website and usability improvements to an existing B2C mobile app in collaboration with PM, marketing and engineering

Bachelor’s degree, Communication Design (2013 - 2016) at Escola Superior de Artes e Design, Matosinhos, Portugal
- Communication and digital design, with a focus on visual systems, typography, editorial design, illustration and digital interfaces

Artistic Course in Communication Design - Specialisation in Graphic Design (2010 - 2013) at Escola Artística Soares dos Reis, Porto, Portugal
- Graphic and communication design, editorial design, illustration, traditional printing and early web design

VOLUNTEER

Community Leader (Sep 2026 – Now), Friends of Figma Porto, Portugal

- Lead the Porto chapter and coordinate a volunteer team within one of the world's largest design communities
- Plan and deliver events end-to-end, working across creative development, speakers, partnerships, promotion and event operations
- Collaborate with other Friends of Figma Portugal chapters and local design communities to create shared events and initiatives

Community Co-organiser (May - Sep 2026), Friends of Figma Porto, Portugal

- Co-organised local design events, from venue sourcing and speaker outreach to event operations
- Created content and maintained documentation for the Porto chapter
- Helped build an inclusive space for designers to connect, learn and grow

Community Volunteer (Sep 2024 - Oct 2026), at Ladies that UX Barcelona, Spain

- Help organise events that bring women in design and technology together
- Manage social media content across multiple platforms, including copywriting and event promotion
- Support initiatives that create space for diverse voices and perspectives in the UX community

Community Volunteer (Dec 2024 - Sep 2025), at Friends of Figma Barcelona, Spain

- Supported local design events across guest experience, event operations and content
- Contributed to building a collaborative community space for designers in Barcelona

SKILLS

Product Design, User-Centred Design, Product Discovery, User Research, Problem Framing, Interaction Design, User Flows, Information Architecture, Prototyping, Wireframing, Design Systems, Component Libraries, Design Tokens, Visual Design, Accessibility, Inclusive Design, Usability Testing, Responsive Design, Design QA, Developer Handoff, Cross-functional Collaboration, UX Writing, AI Product Design, AI UX, AI Prototyping

TOOLS

Figma, FigJam, Framer, Webflow, Adobe Creative Cloud, Storybook, Chromatic, Miro, Linear, Jira, Confluence, Notion, Loom, Slack, Asana, Claude, Gemini, HTML, CSS

LANGUAGES

- **Portuguese** - Native
- **English** - Fluent
- **Spanish** - Fluent