

Joana Villar

A results-driven UX/UI Designer with 15+ years of experience transforming complex challenges into intuitive and engaging digital solutions for diverse sectors including software, finance, and healthcare. Background in industrial design provides a unique perspective on user-centred design, focusing on both functionality and aesthetics. Passionate about creating innovative solutions that drive business growth and enhance user satisfaction.

WORK EXPERIENCE

SENIOR UI/UX DESIGNER AT **PARSER DIGITAL FOR IAG LOYALTY** 2022 - 2024 FULL-TIME

- Conducted competitive analysis and led user testing initiatives, including usability testings and surveys with several Avios programme members to identify key pain points and test product hypotheses to validate product strategy.
- Developed high-fidelity prototypes to refine user flows and support usability testing to enhance user experience and reinforce design assumptions.
- Established a detailed design system for Avios Wallet to ensure visual consistency across all 4 OpCos (British Airways, Aer Lingus, Iberia and Vueling). Which improved overall efficiency in the design process.
- Implemented detailed design QA standards, fostering efficient collaboration with engineering teams, minimising design-related discrepancies and improved project delivery timelines.

Overall, British Airways Executive Club enrolment within Avios.com increased by 5.6% of new members in the first week of being live and the process time was cut by 40%.

SENIOR UI/UX DESIGNER AT **PULSELY** 2021 - 2022 FULL-TIME

- Lead the Pulsely SaaS product's design strategy and user experience initiatives, which resulted in a 60% shorter report timeline.
- Created interactive prototypes and high-fidelity mockups to guarantee smooth and simple user flows for improved usability.
- Designed and maintained a comprehensive design system and style guide, ensuring uniformity throughout the business's visual identity. Closely collaborated with the engineering team to deliver production-ready assets to ensure flawless implementation.
- Collected functional feedback through admin user testing and internal stakeholder interviews in order to validate solutions and optimise product choices.

SENIOR UI/UX DESIGNER AT **STARKDATA** 2019 - 2022 CONTRACT

- Developed visual strategies and implemented intuitive user interfaces with advanced data visualisation, powered by AI and machine learning insights to boost data analytics capabilities.
- Defined adaptable design frameworks and structural approaches, enabling product flexibility across diverse business implementations and market segments, including retail, banking, and healthcare.
- Analysed complex datasets to identify the best visualisation strategies that would convey important insights in line with specific informational goals.
- Collaborated closely with all stakeholders to conceptualise and introduce innovative features, enhancing overall user experience and product value.
- Develop complete mock-ups and prototyped user flows to validate the user experience. Established and maintained a comprehensive design system and style guide to ensure consistency across the digital platform.

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SKILLS

UX research
Design systems
Wireframing
Prototyping
Usability testing
Data visualization

TOOLS

Figma
Sketch
Zeplin
Photoshop
Framer
Jira
Notion

LANGUAGE

Portuguese
NATIVE

English
C2 - PROFICIENCY

Spanish
B2 - UPPER INTERMEDIATE

INTERESTS

Scuba Diving
Speleology
Climbing
Hiking
Human Behaviour
Travel
...

SENIOR UI/UX DESIGNER AT DOWLING, BEST AND SMITH

2021 - 2022

FREELANCER

- Consultant UI/UX Designer to identify and address user experience needs across diverse projects.
- Optimisation of complex user flows, developing intuitive and elegant experiences for different user needs with high-fidelity wireframes.

SENIOR VISUAL DESIGNER AT FUTURE MOBILE MONEY

2016 - 2017

CONTRACT

- Design from scratch a new banking concept application for mobile Android in an environment that required strong problem-solving skills and independent self-direction.
- Provide both highly analytical and creative ideas to a design engagement in a process with a full implementation of contemporary user-centred design methodologies with a high detailed visual design and implementation of an elaborate design system.

SENIOR VISUAL DESIGNER AT ALFRESCO

2015

CONTRACT

- Visual design mockups and user interfaces of multiple projects across the Alfresco platform, both for desktop and mobile applications.
- Design system and detailed specifications to hand over all the necessary assets to the developers/engineers' team.
- Partnering with the UX team to improve the user experience and create new design patterns, define and evolve the software platform.

SENIOR VISUAL DESIGNER AT THOMSON REUTERS

2013 - 2014

FULL-TIME

- Create, develop and produce groundbreaking visual solutions and artefacts of different products on multiple platforms, from desktop applications to mobile and tablet for Thomson Reuters Markets digital products, focused on the core product EIKON, a well-known and worldwide finance application.
- Partnering with the UX Design and Engineer teams and collaborating in multi-disciplinary research, analysis and strategies to provide design solutions for Thomson Reuters digital products in line with the user and business needs.
- Deliver high-fidelity mockups and update Design systems within the company's components library.
- Assist and collaborate with the UX Research team on user testing interviews to collect information on user experience feedback to validate and calibrate design decisions.

UI AND INTERACTIVE DESIGNER AT TEKUCHI

2012

FULL-TIME

- Create design solutions, concepts, strategies and visual designs for interactive systems to be implemented in marketing suites for luxury Real Estate companies, such as The Berkeley Group and Redrow in London.
- Be part of the usability testing (QA) to guarantee that the product was properly delivered to the client.

SENIOR VISUAL DESIGNER AT WAYMEDIA

2009 - 2012

FULL-TIME

- Design strategy, aesthetic and visual attitude and the concept of the user interfaces in the Myway website and mobile application whose content was strictly based on streaming music services and music news.
- Graphic design elements in website maintenance, as well as banners, newsletters, dissemination and advertising actions for Myway and Waybox (business streaming music service) and partners.

EDUCATION

INDUSTRIAL / PRODUCT DESIGN AT UNIVERSIDADE LUSÍADA DE LISBOA

1999 - 2004

- Bachelor's Degree (pre-Bologna system)