

DANIEL MARQUES

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SUMMARY

Currently working at NiW, using UX data-driven decisions and experimentation in order to enhance user experiences and growth for automotive brands.

EXPERIENCE

UX/UI Designer

NiW (Salvador Caetano Group) Dec 2022 - Present

- I spearheaded the creation of the website layout and managed client communications for the BYD brand, leading to an impressive milestone of 100 license plate registrations within a rapid timeframe of just 2.5 months.
- Currently playing a pivotal role as the focal point of the growth team, entrusted with elevating landing page conversions for the Carplus e-commerce brand. Establishing a 360° data-driven experimentation framework poised to positively influence the user experience of 50.000 monthly visitors.
- Currently creating and optimizing an internal interactive custom CMS layout designed to enhance the usability of content management across all Salvador Caetano Group's websites. This involved implementing moderated usability testing to ensure an optimal user experience for our clients.
- Collaborated with the internal SEO team to spearhead the design efforts of the Carplus e-commerce brand's subdomain. Focused on creating an SEO keyword-responsive website, our joint effort aimed to elevate organic traffic and drive increased conversions through strategic website layout and effective client communications.

UX/UI Designer

FYI Digital Innovation Set 2021 – Dez 2022

- Main designer behind the mobile app of the Portugal partners international project Food Friend expected to impact 100+ users with diet-related diseases.
- Worked on Águas do Porto and Câmara do Porto ongoing monthly UX review.
- An intuitive revamped Aguas do Porto FAQ's page in order to reduce customer service calls that will impact 73.200 monthly visitors.

EDUCATION

School of Superior Arts & Design

Digital Arts & Multimedia

SKILLS

Conversion Rate Optimization | Competitive analysis | Prototyping | Wireframing | User Flows | Usability Testing | Site Mapping | User Personas | User Research | Design System | Quantitative Analysis | Qualitative Analysis

LANGUAGES

Portuguese

Native

English

C2