

Diogo Vilar

UX&UI Designer / Product Designer

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SUMMARY

UX&UI designer with a product mindset, working end to end from discovery and research to prototyping and developer handoff. I have led digital work across banking, retail and B2B in the Portuguese and Mozambican markets, owning projects from the first workshop to the final handoff, and increasingly bringing product thinking into the way I design.

WORK EXPERIENCE

Mesh, Portugal (Moonshot Ventures group)

UX/UI Designer 2022 to present

Junior UX/UI Designer 2021 to 2022

Communication agency, part of Moonshot Ventures, a venture capital group holding established brands since 2023. Joined as a junior and grew into owning UX/UI end to end and acting as Project Owner on selected initiatives.

- Own UX/UI end to end for the agency's digital work, from discovery and research through prototyping to developer handoff.
- Act as Project Owner on selected initiatives, including beyond UX/UI such as social media, coordinating stakeholders, timelines and cross disciplinary teams.
- Facilitate discovery and ideation workshops with clients and internal teams to align design decisions with business goals.

TeamDynamics — B2B

- As Project Owner, managed the TeamDynamics rebrand end to end, working alongside the art director and design team on the brand and graphic work as it came together into a visual system across more than 15 touchpoints, from business cards to a commercial pitch deck. The firm had three decades of expertise but no real brand to show for it.
- Owned the full UX/UI and designed a conversion focused website, built on WordPress by an external developer, that turned a complex service portfolio into a clear, engaging journey and was refined through usability testing with internal and client teams.

EscolaNote!, Sonae Group / NOTE! — retail and education

- Owned UX/UI from discovery to handoff for EscolaNote!, a Sonae Group sub brand built on Shopify to keep the NOTE! stationery brand present in the school community all year, not just at back to school season.
- Structured the whole platform around three different audiences: students organised by school cycle, teachers, and parents. The segmentation starts right at registration, so each person lands on what matters to them without wading through content that doesn't. This was the core UX decision of the project.
- Took the product well beyond e-commerce, adding editorial content, a podcast, brand partnered workshops and in store services, and tied loyalty into the existing Continente app so one time buyers had a reason to keep coming back.

Maat, Mozambique (Moonshot Ventures group)

UX/UI Designer 2022 to present

Innovation consulting and communication agency, part of the Moonshot Ventures group. I own the digital design work for the Mozambican market, adapting design and communication to a different market and to the brand's guidelines.

Standard Bank Mozambique — banking

- Led the digital redesign of Standard Bank Mozambique's website, bringing it back in line with the group's international design system while giving it a visual language that reflected the local market. Owned every phase, from discovery to handoff.
- Supported the internal digital initiatives that grew out of Maat's innovation work with the bank, helping design and shape internal communication for intranets and internal platforms across the organisation.

Product & Industrial Designer, Gil Care and Movement 2019 to 2021

- Designed assistive products for people with reduced mobility, alongside bathroom accessories. Human centered work with real physical and accessibility constraints, the same user first thinking I now bring to digital.

Co-Founder & Designer, Atelier Acaso2 2020 to 2021

- Co-ran a studio blending photography and design across commissioned projects.

Freelance Product & Industrial Designer 2017 to 2021

- Designed stands, bars and event materials for large brands including Samsung, Absolut, Perrier-Jouët, Jameson and CTT, working within the production and budget constraints of event agencies.

SKILLS

Tools: Figma, Adobe Creative Suite, Framer, Notion, Slack, Office 365

UX/UI: Double Diamond process, discovery and research, workshop facilitation, information architecture, wireframing and prototyping, developer handoff, design systems, usability testing

AI in design: Daily use of AI across research and ideation phases of the design process. Exploring AI assisted prototyping with Claude Code.

EDUCATION

- Master in Product & Industrial Design, Universidade do Porto, FEUP + FBAUP (Porto, 2016 to 2018)
- Erasmus+, Mimar Sinan Fine Arts University (Istanbul, 2014 to 2015)
- Bachelor in Product Design, ESAD Matosinhos (Matosinhos, 2012 to 2015)

COURSES & CERTIFICATIONS

- AI for User Experience, EDIT. Disruptive Digital Education (Porto, 2025)
- Creative Academy, Cannes Lions School (Cannes, 2023)
- Design Thinking, IxDF Interaction Design Foundation (2021)
- UX & UI Design, EDIT. Disruptive Digital Education (Porto, 2020 to 2021)

LANGUAGES

Portuguese (Native), English (Proficient), Spanish (Conversational)

SOFT SKILLS

Team Player, Empathy Driven, Adaptability, Leadership, Problem Solving Mindset