

André Duarte

Senior Product Designer



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Based in
Azores, Portugal

Availability
Remote, EU hours

Profile

I make enterprise complexity disappear. Seven years in product design, most of it in enterprise B2B SaaS, where the domain is dense and a confusing screen has a real cost.

I work end to end, from research and information architecture to interaction design and the design system underneath. I am at my best when a workflow nobody can explain in one sentence becomes obvious the first time someone uses it.

Selected outcomes

Clients under NDA

3%	implant swap errors, down from 25% before the system	Orthopaedic hospital group
85%	of the legacy interface replaced, across office, yard and field	North American industrial rental
95%	of a research task now done without leaving the platform	Global pharmaceutical R&D
+2	further apps the client commissioned on the same system	Multinational insurer
100%	of the client's hospitals run one of the three versions	Global medical devices
5	designers and external contractors built from one component library	Every engagement

Experience

Senior Product Designer (Expert UX/UI Designer), scope equivalent to Lead
valantic LCS (formerly Do IT Lean), Customer Experience practice Sep 2022 – Jul 2026

Multi-year platform work for global clients in regulated and high-stakes domains: pharmaceutical R&D, medical devices, insurance, and industrial operations at scale.

- Designed the AI research assistant inside a pharmaceutical R&D platform: a scientist asks a question in plain language and gets an answer back with the reports and papers it came from, so every claim can be traced to its source.
- Replaced a paper process for a medical devices client, where one wrong item in theatre was discarded for losing sterilisation. Mobile app with pick lists, QR and AR scanning and orders placed up to 48 hours ahead, shipped in three versions matched to each hospital's digital maturity.
- Took products from nothing to launch for clients who arrived with requirements and no product: a fitness app with a social layer, a field app for oil and gas, and tools for carriers and energy retailers. Defined what the product was before it was designed, and each one shipped.
- Built and maintained the design system behind these products: components, design tokens and the rules for using them, adopted by 5 designers and external contractors. One component library reused across engagements, so quality and delivery speed no longer depended on who was staffed that quarter.
- Took every engagement from discovery to an agreed product strategy and roadmap within its first 2 weeks, where approval cycles usually took months.
- Owned design from a vague brief to a shipped release: discovery interviews, journey maps, information architecture, interaction design, written specs and prototypes, then sprint by sprint with product managers and distributed, cross-functional agile engineering teams until it was live. Usability testing and stakeholder interviews were a normal part of the design process, so decisions were settled with evidence rather than opinion.
- Worked directly with the Head of Design, running monthly 1:1s, biweekly workshops and regular work reviews for the design team. Mentored a junior designer from a confidence gap to one of the strongest people on the team.
- AI researcher for the Digital Experience team: tested tools like Gemini, Figma Make and Claude, and brought the ones that held up into how the team worked.

Experience continued	Graphic Designer Associação Académica da Universidade dos Açores		Oct 2021 – May 2022
	Identity, campaigns and event material for a student body of several thousand, unified under one visual system across print, signage and social.		
	Product Designer (web) Globaleda S.A.		Sep 2018 – Jun 2021
	Client platforms from concept to launch, B2B SaaS for business users and consumer products side by side. Owned user flows, information architecture and interface design, embedded in Scrum teams shipping sprint by sprint alongside developers.		
Lab Self-initiated, 2026	root , journaling app for iOS and Android		
	A guided journal for people who have never kept one, built around coming back rather than keeping a streak.		
	Vovini , web app for feedback in 1:1s		
	For the person on the receiving end of 1:1s. It notices when the same note comes back.		
	Lumo , banking app for Portugal and the UK		
	Works out what you can safely spend before payday, and shows the transactions behind every number it gives you.		
	All three are 0 to 1 products, designed end to end on my own, from research to a working prototype, built with Claude as a collaborator.		
Skills	User research and discovery Interviews, personas, synthesis		Complex workflow design Rental operations, clinical journeys
	Design systems Component libraries teams build from		Accessibility WCAG 2.1 AA
	AI and data-dense interfaces Answers tied to their evidence		Prototyping in code Framer, React, Claude Code
Tools	Design	Figma, FigJam, Framer, Miro, Adobe CC	
	Research	Notion, Maze, Claude	
	Code	HTML, CSS, React, Tailwind CSS	
	AI	Claude, Claude Code, Codex	
Education and background	Industries	Mostly regulated or high-stakes: pharmaceutical research, medical devices, specialist healthcare, insurance and fintech, oil and gas, energy retail. Also industrial rental, workplace technology, logistics carriers, recruitment and fitness.	
	Degree	Licenciatura, Design and Multimedia, Universidade de Coimbra, 2014 – 2018	
	Certification	Google UX Design Certificate, Google, 2022	
	Languages	Portuguese native, English fluent	
Client work under NDA	Every client project here sits under an agreement, which is why the clients are described and not named. In an interview I can go through the decisions, the constraints and what was mine, as far as each agreement allows.		