Michael Ferreira

USA-born, Portugal-trained, New York-based. Generalist product designer with a technical background in web and game development

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Professional Experience

Product Design Lead / Sporting CP

Apr 2021 - Sep 2023 | Lisbon, Portugal

- Led strategic redesign of Sporting CP's official store website which helped increase merchandise sales by 71%, achieving a record-breaking 8.9M
- Performed stakeholder interviews, usability testing, competitor analysis, wireframes, and high-fidelity prototypes
- Implemented a highly efficient design handoff process, empowering the development team to complete projects 30% faster, leading to accelerated time-to-market for new product releases

Design Lead / Ministry of Education of Portugal

Dec 2019 - Mar 2021 | Lisbon, Portugal

- Created a collection of educational games designed to serve as a standard educational resource in public schools for more than 350k users
- Documented and improved the Design System for all games ensuring scalability and ease of development
- Managed the art department and worked closely with developers and other project managers

Product Designer / Abstract BS

Nov 2017 - Nov 2019 | Lisbon, Portugal

- Designed a B2B factory management app that helped out clients get 30% more manufacturing performance
- Streamlined the design process by implementing agile methodologies, resulting in a 40% decrease in project timeline and a 25% increase in on-time delivery
- Produced social media content, new landing pages, and ad campaigns for marketing initiatives, resulting in a 50% increase in new clients

Web Developer & Designer / Abstract BS

May 2015 - Dec 2016 | Lisbon, Portugal

- Conceptualized the firsts steps of product design of the b2b factory management app which later turned to be the 100% source of revenue for the start-up
- Developed the front-end foundation of the b2b web app using technologies like Vue.js and bootstrap
- Defined a strategic product and company branding roadmap, resulting in a 30% improvement in brand perception and a 25% increase in customer loyalty and retention

Education

University of Worcester

Bsc Games & Apps Development

Focus on game development, Design Patterns, C++ Programming and Optimization

Universidade Europeia

Bsc Games & Apps Development

Focus on game development and design, interaction design, user testing, user interviews, marketing, project management

Skills & Languages

Design:
User Experience, Interaction Design, User Interface, Physical and Digital Prototyping, Visual Design, Wireframing, Branding, Typography, Iconography, Design Systems, Color Theory, Data Visualization

Research:
User Interviews, User Testing, Information Architecture, Journey Mapping, A/B Testing, Competitor Analysis.

Other Skills:
Self-critic, Communication, Rapid Iteration, Public speaking

Software:
Figma, Sketch, Adobe XD, Invision, Jira, Powerpoint, Excell, Illustrator, Photoshop, HMTL, CSS, JS, VUE.js, Unity 3D, Visual Studio, C#

Languages:
English (Fluent), Portuguese (Native), Spanish (Intermediate)