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João Simões

DESIGN DIRECTOR

BIO

I'm João Simões, a Design director born in Lisbon and based in Berlin.

Throughout my career, I have had the privilege of collaborating with esteemed companies and studios such as McKinsey & Company, Commerzbank, AKQA, BCG, Daimler, BMW, Siemens, among others.

I specialize in creating user-centric solutions that add value to businesses, informed by analytical insights and strategic thinking. My expertise lies in developing innovative digital products and services for web and mobile platforms, alongside crafting tangible user interfaces for real-world interactions.

Currently, I hold the position of Head of Design at SPREAD.

SKILLSET

As an experienced Design Director, I excel in leadership, strategic thinking, and user-centric design.

I foster collaboration, manage projects effectively, and drive innovation through creative problem-solving. Proficient in design research, visual design, and prototyping, I ensure solutions are both innovative and user-focused.

With strong communication and client management skills, I cultivate successful partnerships while nurturing team growth and development.

TECHNICAL SKILLS

Figma, Webflow, Spline, Agile, Adobe, Slack, Atlassian, Productboard, Microsoft

Language - Portuguese (native), English (full professional proficiency), Spanish (full professional proficiency), German (elementary proficiency), French (elementary proficiency)

EXPERIENCE

Head of Design

SPREAD GmbH - 2022 to Present
Berlin, Germany

Lead Experience and Product Designer

Mckinsey & Company - 2019
Berlin, Germany

Senior Experience and Product Design Consultant

BCG Digital Ventures (UP42 Venture) - 2018
Berlin, Germany

Senior Experience and Product Design Consultant

Idean (Daimler / Fleetboard) - 2018
Berlin, Germany

Senior Product and Strategic Design Consultant

AKQA - 2018
Berlin, Germany

Lead Experience and Product Design Consultant

NEUGELB (Commerzbank AG) - 2017 / 2018
Berlin, Germany

Senior Experience and Product Design Consultant

GoEuro - 2017
Berlin, Germany

Lead Experience and Product Design Consultant

BCG Digital Ventures - 2017
Berlin, Germany

Senior Experience and Product Design Consultant

USEEDS° - 2017
Berlin, Germany

Lead Experience and Product Design Consultant

C3 Creative Code and Content - 2016
Berlin, Germany

Senior Designer

IXDS - 2015 / 2016
Berlin, Germany

Lead Interaction Designer

Onefootball - 2013 / 2014
Berlin, Germany

EDUCATION

Master Degree in Product Design

ELISAVA - 2011
Barcelona, Spain