



Independent brand and web designer · Lisbon, Portugal · Works remotely with Europe and the US
hello@ilsemoreno.design ilsemoreno.design · Taking new projects from November

PROFILE

Nine years designing websites and products, the last four on my own. I design and build sites in Framer for small companies: coaches, trades, clinics and software teams. Two client projects at a time, no hand-offs, weekly updates every Friday.

EXPERIENCE

2022 – now	Independent designer Lisbon. Brands and websites for coaches, trades, clinics and software teams.
2019 – 2022	Senior product designer, Tidal Labs Remote. Scheduling software for clinics; led the patient booking team.
2017 – 2019	Designer, Rua Studio Lisbon. Brand and web for restaurants, shops and a few museums.
2013 – 2017	BA Communication Design Lisbon.

SELECTED WORK

Waymark	Brand and website for a leadership coach
CallWave	Website for a voice AI that answers business calls
Citebound	Site for an AI visibility service
FirstCheck	Website for an early-stage venture fund
Nonlinear	Launch site for a team calendar
Noted.	Brand and website for an AI receptionist for clinics

SERVICES

Websites	Designed and built in Framer. Usually 6–8 weeks. From €9,000.
Product and launch sites	Demo, docs and pricing pages. Usually 8–10 weeks. From €12,000.
Brand for small companies	Mark, type pair, colors, first pieces. Usually 4–5 weeks. From €6,000.
Day rate	€650, for teams that need an extra designer for a sprint.

TOOLS

Paper, Framer, Notion, Linear