Ruben Alegre Dias
Senior Product Designer & Design Mentor

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Experience and Education

Apr 2022 - Present DesignLab

Design Mentor & Student Success Team responsible

As a Design Mentor at DesignLab, I have had the privilege of guiding and mentoring numerous students in their journey to enter the field of UX/UI design. I adopt a project leadership approach, providing direction and support to steer them in the right direction.

Working closely with students, I leverage my expertise and experience to help them develop their skills and build a professional portfolio. Many of these students initially had little to no design background, but through our collaboration, they were able to transform their abilities and create impressive portfolios that led to successful job placements.

It is incredibly rewarding to witness their growth and success, knowing that my guidance and mentorship played a significant role in their achievements. By equipping students with the necessary knowledge and skills, I empower them to thrive in the competitive design industry.

As a Student Success Team Mentor at DesignLab, I specialized in assisting students with very complex and challenging cases. Guided and supported them in overcoming obstacles to achieve their certification goals.

Jul 2023 - Oct 2023 Truphone (formerly Cellnetrix)

Product Designer

Led design initiatives for BetterRoaming.com, a white-label eSIM solution.
Developed and maintained a flexible design system for multiple brands, ensuring a consistent user experience.
Collaborated with project managers to create complex user flows, optimizing product efficiency.
Designed a user-friendly back-office interface for clients to manage eSIM options.
Conducted competitive analyses to stay ahead of industry trends.
Mentored team members in UX and research, fostering a culture of continuous learning.

Tools   Figma, Notion, Dovetail, Maze

Methodologies   UX Research, Design Thinking, Lean UX.

<div style="text-align:center">Less Details ▲</div>

BetterRoaming

I had the chance to work on BetterRoaming, an app that lets users buy eSIMs for seamless connectivity around the world. My main focus was giving the app a fresh new look with a revamped UI that's intuitive and user-friendly. To make sure we got it just right, I dove deep into a competitive analysis, comparing features and designs with similar apps to identify what users really want.
Working with stakeholders was a big part of the process—we aligned on goals and made sure the app worked just as well for individual users as it did for white-label partners like Revolut. I also helped create a flexible design system that made it easy for other companies to rebrand and customize the app.

Apr 2021 - Jun 2022 MotorK

Product Designer

I am the Lead Designer of the product StockSpark, an automotive PIM tool. This tool went from being a basic stock management that was given for free to users, to a fully priced Insights tool that gave users the possibility to make real time actions to their business based on KPIs, resulting in much lower time in stock, and faster sales.

Tools   Figma, Jira, Dovetail, Maze, Useberry, Hotjar, Confluence

Methodologies   Design Thinking, SCRUM, Lean UX.

<div style="text-align:center">Less Details ▲</div>

Atomic Research

During the first times on the company, I was instructed to learn more about the product and conduct several waves of research.

The first was with Stakeholders, internal people from the company, so we could understand the current goals, frustrations and what they thought was missing to the tool.

This was then documented by topic on an affinity map, with important information like which team said what, how many times the topic was mentioned, and a direct link to when the person has said it.
The same type of research was then produced for real customers. This time however, we used Atomic Research, and a tool called Dovetail, which helped the process immensely.

The data become very easy to measure, and became much more valuable, since now we could send it to everyone on the team.

StockSpark Core

StockSpark, aka CarSpark, was the first product I worked on MotorK. The product is 10 years old at this point, with very minimal UX work done during the years.

The main mission was to rebrand the product, and improve usability of the website, without making it so different that the users would not know what to do. At this point, many users were using it for a long time, and got used to the usability problems in many cases.

My main participation was via Research, and designing and testing prototypes with users, to make sure we improved and did not retroceded.

WebSpark Improvements

WebSpark is the main Product of MotorK, and it is the only one that is B2C. I mainly helped with the creation of some features, and developing the UI of it.

StockSpark App

StockSpark, aka CarSpark, also had an app, that barely was used by anyone. My main contribution was on research, creation of prototypes and testing with users, as well working on the UI for the entire product which was more or less 5 years old, without ever being touched in terms of design thinking.

In this product we had a bit more liberty since it was not so heavily used by so many users, like was the case of StockSpark Core.

Apr 2018 - Apr 2021 Daymon

Product Designer / Lead Product Designer

Started working as a UI designer, where I helped the company update several UI's to a more modern look.
Worked alone for the first year, and after showing the potential of using design thinking methodologies I was proudly leading a team of designers.
Was able to work on several relevant projects, using diverse UX tools.
Since day one, I mentored and taught business of UX values and how we could improve our softwares if we were more User Focused.

Tools   Figma, Jira, Invision, Invision Studio, Sketch, Balsamiq, Zeplin.

Methodologies   Design Thinking, Kanban, SCRUM, Lean UX.
Was able to implement successfully in several projects Information Architecture, Proto Personas, User Interviews, Finding and recommendation Reports, Process Fluxograms, Contextual Interviews, Gamification and Service Safaris.

<div style="text-align:center">Less Details ▲</div>

Open DMP

My first project was supposed to be a UI only work, where the wireframes were already given to me. I decided to start asking questions from the start, which led me to stakeholder interviews, working together to rethink some asked features.
Was able to implement recommendation reports, process fluxograms, and IA.
We were able to make the site easier to use for our users, and to make information easier to digest.

Concorde

After working on Open DMP, USA stakeholders took attention to the work being done by Portugal team. This opened the door for us to work as a design team for other teams around the world, like US and India, where Portugal (just me at the time) handled the design side.
The project suffered a complete turn around when I entered, as they were not used to working with a Product Designer before and I was able to implement User Interviews, IA, and Process Fluxograms.
We were able to make employees using our webapp not only register their times manually (which was initially intended) but also able to register automatically trips they took going to work, register lunch breaks and much more, which made the user not to have to work more to input this data, and focus on the tasks at hand.

Blueprint

Daymon's flagship software, one of the biggest projects I worked. Started out to be a small software, becoming a huge multi-module app that helps users manage all a product's lifecycle, before and after being developed. Still is being developed today.
Was able to implement successfully Information Architecture, Proto Personas, User Interviews, and Process Fluxograms.

Trade On

This project was designed and developed from the start by our team. This was my first project where the idea was still not developed, and where we could apply UX methodologies of interviewing users and stakeholders, right from the beginning.
Was able to implement successfully Information Architecture, Proto Personas, User Interviews, and Process Fluxograms.

Open Community (CRM)

This project was a direct child of Open DMP. This would allow the easy creation of standardized websites that already were optimized to have Open DMP configuration. The development of this tool allowed users to very easily build pre configured websites that, with their own branding, but already capable of reporting and managing online samples.
Was able to implement successfully Information Architecture, Proto Personas, and Process Fluxograms.

NES

I was invited to travel to work directly with NES team, based in San Diego, California, to help them develop a series of projects related to NES that would help consolidate the tool. This was my first take on Service design, as I helped develop many sides of the product, like warehouse applications, manager applications, Event Scheduling Tools, Reports, and many more.
Was able to implement successfully IA, Proto Personas, User Interviews, Finding and recommendation Reports, Process Fluxograms, Contextual Interviews and Service Safaris, as I for the first time could actually go to Clients locations and see how they worked previously, without our new tool.

Bump Club and Beyond Redesign

Worked on the redesign of Bump Club as the company merged with another. DMP was the base of work and management. We redesigned every page, and I was responsible for making sure we had accessibility in mind for this project. Was able to implement successfully IA, Proto Personas, User Interviews, Finding and recommendation Reports, Process Fluxograms, and Contextual Interviews.

IX-ONE Redesign

This app was developed to aid a new service that would allow people who do not want to get into the stores among the crowds to still get their shopping done, and also to help create new jobs during the Covid 19 pandemic. The solution we came up with is an app that would allow virtually any retailer that previously had no online presence, to easily create a service that would allow them to keep his employees jobs, and only modifying their tasks.
Shoppers would make online purchases, and this information would be sent to the app - Clerks would now be able to gather all these items, and deliver them at curbside or a shelf in the store. After the first interviews, and calibrating along the way, we ended up with a product that was easy to use, fun to use and was profitable for everyone involved. We also ended up using gamification to help stimulate productivity. Was able to implement successfully IA, Proto Personas, User Interviews, Finding and recommendation Reports, Process Fluxograms, and Contextual Interviews.

Blueprint

Redesign of a very complicated app, that had a lot of usability problems. This app was developed to show all product information of the client's suppliers, and allow the user to search and download bits and pieces of information that were relevant. Although there were some massive datas involved, we were able to deliver a clean, modern experience to the user, who was used to using Excel spreadsheets.

2019 aS Creative Consulting

Certificate: Transformational Leadership on Team Management

Certified on a Transformational Leadership course to help me grow as a potential manager for a design team. This helped me understand types of leadership, and how I could help transform a team from within.

2016 DesignLab

Certificate: UX Research & Strategy Course

While working for 100 Comparação, I started taking UX/UI more seriously into consideration and decided to take an online course, at DesignLab. What was interesting about this course is that we had weekly meetings with our teacher on Skype. Learned the basics of UX Research and Strategy.

Jan 2018 Free Code Camp

UI/ UX Designer

Was responsible for redesigning Freecodecamplisbon.org, as a study with my fellow developers, as I was studying CSS/ HTML / JS. Since I was the only designer in the group, I gladly helped the students to revamp their website. This was the first time one of my creations was actually developed, and I am rather proud of the result.

Tools   Adobe Photoshop, Illustrator

Jan 2014 - Aug 2018 100 Comparação (Former Helldesign)

Visual Designer / Lead Visual Designer

I was directly responsible for revamping the design of "O Ericeira" monthly publication, and led many marketing projects, from start to finish. Later, I was responsible for overseeing the design team (2 designers) and was responsible for all the artwork coming from this small marketing company. Was also lead Motion Designer on "EriceiraTV", a local WebTV based on YouTube. Was also the responsible of the whole production of the company, and was responsible for quality assurance.
Also was responsible for designing a few sites, as I was developing UI/ UX skills, in the later years.

Tools   Adobe Photoshop, Illustrator, Indesign, After Effects, Premiere, Corel Draw

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2011 - 2014 ESAD Caldas da Rainha

Licentiate degree, Graphic Design and Multimedia

Design Gráfico e Multimédia