

PERSONAL INFORMATION

Hugo França



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Sex Male | Date of birth 4 Mar 1985 | Nationality Portuguese

PERSONAL STATEMENT

I'm Hugo, a Portuguese UI & UX mobile designer based in Lisbon. I'm currently employed at Mokriya, creating solutions, pushing pixels and focused on pixel perfect interfaces for mobile and web apps.

For four years I studied Multimedia Engineering and then I started working as web designer and front-end developer. After working in that field for three years I decide to learn design and have been working as a UI/UX designer providing design for TV (LG and Samsung), iOS, Android, Windows 8 and OS X apps, always focused on the best user experience. An added value about being a designer with an engineer and marketing background is that not only I can handle the graphical aspects of a project, but I can fully understand and participate on the technical and business aspects of those projects.

Specialties: UI/UX Design, Mobile Apps Design, Product Design, Icon Design, Sketch, inVision, Principle, Craft, Zeplin, Adobe Photoshop, Adobe Illustrator, TV Apps Design, Web Design, HTML, CSS and JavaScript.

WORK EXPERIENCE

01/2017–Present

Senior UI/UX Designer

Mokriya, Cupertino (United States)

I'm currently employed at Mokriya as a Senior UI/UX designer pushing pixels and focused on pixel perfect interfaces for mobile and web apps. I provide design for Web and Mobile platforms (iOS, Android and Windows), always focused on the best user experience.

I use Sketch, Adobe Photoshop and Illustrator to create my projects and wireframes, inVision and Principle to prototype and test user interactions and Zeplin to deliver styleguides and resources.

01/2016–Present

Curator

Landing.jobs, Lisbon (Portugal)

I'm currently helping Landing.jobs team as a Curator for UI/UX Design, Web Mobile Design and Mobile Development applications.

04/2016–12/2016

UI Designer

AnyVan, London (United Kingdom)

As a UI & Product designer I had the pleasure to help our team create a new business model and I was responsible for providing design for mobile and web platforms, always focused on the best A/B test results.

10/2015–03/2016

UI & UX Mobile Specialist

FixeAds | OLX | Naspers Group, Lisbon (Portugal)

As a UI & UX specialist and FixeAds's Global Verticals team member I was responsible to provide

design for iOS, Android, Windows 8 and Web apps. During this time I have had the pleasure to launch 2 new brands (Stradia and Storia) for four platforms and 2 CRMs (Stockars and Atlastock) for Android.

My team had 2 team leaders, 2 product managers, 2 UI/UX designers, 2 iOS developers, 8 Android developers, 2 Windows developers and 16 PHP developers.

I use Adobe Photoshop, Illustrator and Sketch to create my projects and wireframes, Skala to test layouts in different screens, Adobe After Effects and inVision to prototype and test user interactions.

08/2012–12/2015 **Head of Mobile & Branding Design**

zit SpA, Santiago (Chile)

I was responsible for creating the new IZIT brand mobile applications design, both for iOS and Android platforms. I also did market research and the applications architectures. I had the pleasure of starting the mobile development group and work remotely with IZIT team in Chile.

06/2010–09/2015 **User Interface Designer**

Portugal Telecom at SAPO, Lisbon (Portugal)

As a UI & UX mobile designer and SAPO's multiplatform team member I was responsible to provide design for TV (LG and Samsung), iOS, Android, Windows 8 and OS X apps. During this time I have had the pleasure to work on a multitude of diverse apps such as: MEO Cloud, MEO Music, SAPO Jornais, SAPO Cinema, SAPO Sabores, SAPO Astral and more.

My team had 5 designers, 5 iOS developers, 6 Android developers, 2 TV developers, 1 Windows developer and 3 Usability experts.

I was using Adobe Photoshop and Illustrator to create my projects and wireframes, Skala to test layouts in different screens and Adobe After Effects to replicate some user interactions.

06/2010–Present **User Interface Designer**

Coderhat, Lisbon (Portugal)

Mobile user interface designer at SAPO's multiplatform team.

10/2008–06/2010 **Web Designer**

ZON Multimedia, Lisbon (Portugal)

I was responsible to design and develop all web communication banners (Flash), newsletters and zon.pt website layouts.

03/2008–09/2008 **Assistant Professor**

ISTEC - Instituto Superior de Tecnologias Avançadas, Lisbon (Portugal)

Assistant Professor of E-Commerce (PHP, MySQL, HTML, CSS, Javascript) at ISTEC - Instituto Superior de Tecnologias Avançadas.

01/2008–09/2008 **WebDeveloper**

Seara.com, Lisbon (Portugal)

Front end (HTML, CSS, jQuery) and back end development work (PHP).

07/2007–09/2008 **WebDeveloper**

Prodigientia Tecnologias de Informação, Lda., Lisbon (Portugal)

Front end (HTML, CSS, jQuery) and back end development work (PHP) and web design.

EDUCATION AND TRAINING

2010–2010 **Post-Graduate, Digital Marketing**
 Instituto Português de Administração e Marketing - Lisboa

2004–2007 **Licentiate degree, Multimedia Engineering**
 Instituto Superior de Tecnologias Avançadas

PERSONAL SKILLS

Mother tongue(s) Portuguese

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	B2	B1	B1	B1
Spanish	A2	A2	A1	A1	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
 Common European Framework of Reference for Languages

Job-related skills

- Mobile Design (iOS, Android and Windows apps)
- iOS, Android and Windows guidelines knowledge (as a mobile designer I need to know all the guidelines of each platform)
- UI/UX design (wireframes, prototype and usability tests)
- Interaction design (prototype user interaction for developers to app implementation)

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Digital competences - Self-assessment grid

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Flash
- Sketch app
- inVision
- Zeplin
- Craft
- Principle
- Flinto
- HTML
- CSS
- JavaScript
- PHP
- Mobile Apps Design
- UI/UX Design
- TV Apps Design

- Product Design
- Digital Marketing
- SEO

Driving licence A1, A2, A, B1, B

ADDITIONAL INFORMATION

Interests New technologies, design, professional networking, movies, surf, swimming and football.

References **José Cardoso** | COLLEAGUE

Hugo is an outstanding Designer, one of the best I've ever worked with. He will resolve any challenge you throw at him, with elegance, precision and creative flair. A "native" mobile Designer, always on top of the fresh and the latest techniques, patterns, and innovations Hugo will handle any other digital project with ease, quickly and efficiently. His work ethic is second to none, and an above all he's a pleasure to work with at all times. Hugo is also very tuned in, to all other aspects of the business with an holistic approach, and is proactively engaged in looking at how he can make positive change through his own work. I strongly recommend Hugo, without any hesitation to any company or organization that's looking for and outstanding Designer.

Ivo Gomes | COLLEAGUE

Hugo is the best mobile interface designer I have ever met. He is in constant search for the perfect UI and has a great sense of user experience also. It has been a pleasure to work with Hugo, as his work is always of high quality, and he is open to new suggestions which he delivers brilliantly.

Paulo Andrade | COLLEAGUE

Hugo loves all aspects of mobile UX and Design. Be it iOS, Android or even wearables. He's very professional and incredibly proud of his work. You can count on him to make sure his designs are implemented correctly by the developing team ;) Definitely recommend.

Samuel Junqueira | COLLEAGUE

Charismatic person with high design and social skills. Nice to have around has a team member, friend and goal partner. In the MEO Music service (music streaming service for multiple platform) Hugo vision and design building blocks made the extra mile to achieve the awesomeness desired.

José Mata Fernandes | COLLEAGUE

Hugo is a very talented designer and always delivered the specifications in a way it was easy for me to implement. Very original designs, in special the mobile apps, it's fun to work with badass designers :)

Nuno Pinheiro | COLLEAGUE

Hugo is a good designer, a great programmer and responsible, which makes him a versatile professional in the field of TIs.

Inês Tomás Mateus | COLLEAGUE

I worked directly with Hugo at NOS (formerly ZON Multimedia) and I can only attest a bright future. Hugo combines a wide knowledge with a sharp critical thinking, sparking his creativity very easily. Besides all of this, Hugo is a passionate surfer, fully ready to tackle the Next Wave.

Hugo Sousa | COLLEAGUE

Working with Hugo is really a pleasure... he's a great detail oriented designer that doesn't rest until the product looks just as he imagined it. At the same time, he's quite capable of working side by side with the developer to find out the best compromise between design and implementation.

Rui Oliveira |

Hugo, is very professional, presenting excellent work from start to finish and with expertise. He is very practical and has a good ability to achieve the client's expected goals due to good communication skills.

Sofia Centeno Duarte | COLLEAGUE

Hugo combines creative and technical skills that are a valuable asset on any web related team. He is a responsible professional that pays attention to details and always brings forward new ideas and

different ways to enhance projects.

Luís Alves | COLLEAGUE

Hugo is a hard working well organised Designer with a special eye for detail. He's always on the lookout for new patterns and new design explorations to apply to his work. His Portfolio speaks for himself and the quality of work he can achieve.

Filomena Marques |

Da experiencia de sua professora aquando do termino da licenciatura, o Hugo demonstrou ser sempre aplicado e determinado na procura do saber. Com toda a certeza será um profissional empenhado e atento, sempre na procura da actualização dos conhecimentos e da sua prestação.

João Neves | COLLEAGUE

O Hugo é um excelente profissional com elevado nível de conhecimento inerente às funções desempenhadas (Web Design).

Demonstra sempre perfeccionismo e rigor no trabalho apresentado, sugerindo habitualmente inputs adicionais a uma ideia base.

Boa disposição e espírito de equipa sempre presentes.

Pedro Cardoso | COLLEAGUE

Hugo is a great designer and a pleasure to work with. When he is involved, a project will look great, work great and will be quite undemanding to those who will end up implementing it. He seems to have clear understanding of the challenges in a project for everyone involved.

Íris Jordão | COLLEAGUE

If there was a problem, Hugo could solve it. This was the way I saw Hugo while I worked with him. He is responsible, creative, trustable, and an incredible hard worker, always finding answers, solutions and best practices to work with.

Adriano Fonseca | BUSINESS_PARTNER

Hugo is a very creative and skilled flash developer. He has built our company first website and we were very pleased with the results and with the capabilities shown. I strongly recommend his work.

Paulo Fonseca | COLLEAGUE

It's hard to find someone as good as Hugo. He's a great designer, a very creative person and it was a joy to work with him.

In my opinion his best quality as a designer is being always open to accept and discuss feedback. Despite being a perfectionist, Hugo has an excellent sense of what might ease the developer's job in order to meet time constraints.

Hugo Novo | BUSINESS_PARTNER

Hugo is an excellent professional with enormous skills in web design, programming and related internet objects. I enjoy working with Hugo together because, as a team and with a friend like relation, we are always focused on achieving goals providing a service of trust and technical excellence.

Courses **Master Web Design****Certifications** **5061 – Implementing Microsoft Office Share Point Server 2007**
5060 - Implementing Microsoft Windows Share Point Services 3.0
Autodesk VIZ**Projects**

- SAPO 24: Iconography for iOS and Android.
- SAPO Astral: UI/UX design for Android.
- SAPO Cinema: UI/UX design and iconography for iOS.
- SAPO Desporto: UI/UX design for Windows 8.
- SAPO Jomais: UI/UX design and iconography for iOS, Android, Windows Phone and Windows 8.
- SAPO Sabores: UI/UX design and iconography for iOS and Windows 8.
- SAPO Voucher: UI/UX design and iconography for iOS and Android.
- MEO Cloud: UI/UX design and iconography for iOS.
- MEO Music: Product design, UI/UX design and iconography for OS X, iOS, Android and Windows

Phone.

- MEO Wallet: Product design, UI/UX design and iconography for iOS and Android.
- MyiArts: Product design, UI/UX design and iconography for iOS.
- IZIT: Branding, product design, UI/UX design and iconography for iOS and Android.
- Secret Santa: UI/UX design for Android.
- AnyVan new version

Honours and awards

MEO Music - Best Mobile App
ACEPI Navegantes XXI Awards (2015)