

UX/UI Designer & Developer

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EXPERIENCE

Senior AI-Driven Web Producer | UX | Growth | Strategy

Cloudflare, Lisboa

November 2022 - Current

Role:

Managing the future of web production and digital growth at cloudflare.com through AI-driven strategies and data-informed experimentation. I bridge the gap between marketing, engineering, and UX, leading initiatives that transform how enterprise web content is architected, authored, and optimized. By championing cutting-edge AI tools and rigorous A/B testing, my focus is on scaling operational excellence, empowering cross-functional teams, and driving user growth—without compromising on quality or systemic control.

Strategic Initiatives & Leadership

- **AI-First Content Architecture:** Spearheading natural language, AI-assisted workflows (OpenCode, Windsurf) to enable scalable, production-ready web development.
- **Front-End Development & Experimentation:** Engineering interactive components, landing pages, and A/B test variants (HTML/CSS/JS) via Adobe Target to continuously optimize conversion funnels.
- **Operational CMS Strategy:** Architecting automated Contentful ecosystems, eliminating manual entry with intelligent validation frameworks for SEO, brand, and accessibility.
- **Team Empowerment:** Establishing safety-first, checkpoint-based AI workflows that democratize complex content creation for non-technical stakeholders.

Key Business Impact

- **Accelerated Time-to-Market:** Reduced product page deployment cycles by 87% (from 4 hours to 30 minutes) through bespoke AI automation pipelines.
- **Scaled AI Integration:** Directed the deployment of AI agents embedded with deep knowledge of our atomic design system, managing 74+ distinct content types.
- **Data-Driven UX:** Built rigorous experimentation frameworks, systematically deploying front-end variants to replace guesswork with data-informed strategic decisions.

Tech Stack:

AI: OpenCode, Windsurf, Claude, Cloudflare Workers AI | CMS: Contentful | Web: Astro, Workers, HTML/CSS/JS | Exp: Adobe Target | Design: Figma, Ph

SKILLS

OpenCode

Windsurf

Claude

Html;

CSS3;

Javascript;

React;

Astro.js;

VScode;

Sass;

Git;

Figma;

Adobe XD;

Photoshop;

Illustrator;

Sketch,

Premiere Pro;

After Effects;

EDUCATION

ESES – Escola Superior de
Educação- Santarém

Graduate in:

Multimedia-Communication

Sep 2007 - July 2010

Escola de Moda de Lisboa

Level III in:

Fashion Design

Sep 2000 - July 2003

LANGUAGES

Sénior Consultant (100% remote)

Capgemini, India

November 2022 - November 2023

Responsibilities:

- Team leader on a team of 4 members
- Supervise and provide guidance on all UX/UI activities
- Re-design an internal large scale application both for desktop and web
- Conducting user research: creation of questionnaires and personas
- Identifying UX problems and developing solutions
- Design of Information architecture, screen flow maps, wireframes and high fidelity prototypes
- Follow company styleguide and maintain UX/UI principles.
- Create new components and elements to add to styleguide
- Working together with developers to ensure solutions are feasible from a development perspective
- Create design for responsive and adaptive solutions
- Working in Agile methodologies

Technologies Used:

Figma, AdobeXD, SharePoint Teams, Azure DevOps platform, .Net, HTML5, CSS3, Visual Studio Code, VS code

Portuguese: *mother language*

English: *Fluent*

Spanish: *Fluent*

French: *basic*

WilliamHill, Gibraltar – Sénior UI Developer

August 2019 - February 2022

Responsibilities:

- UI development for mobile and desktop
- UI design for mobile and desktop
- Solving UI/Front-end development problems
- Unit Testing using Jest/Enzyme
- Integration tests using Cypress
- A/B testing campaigns using Optimizely
- Monitoring and tracking using New Relic
- Gitlab CI/CD devOps
- Agile methodologies

Technologies Used:

React, GitLab, CI/CD, Jest/Enzyme, SASS, HTML5, CSS3, VS Code

Sherpa Insurance, Malta – UX/UI designer/developer

April 2019 - June 2019 (Freelancework)

Responsibilities:

- UX research (best practices, user centered design)
- UI design for mobile and desktop
- Front-end Development using AngularJS

Technologies Used:

Adobe XD, SASS, HTML5, CSS3, VS Code, Node.js, AngularJS

Accenture Digital, Lisbon – Sénior Consultant

August 2018 - February 2019

Responsibilities:

- Front-end Development Lead using Vue.js and Drupal
- Front-end Vues.js integration into CMS (SiteCore)
- Design user flows from received mockups for different applications
- UX research (best practices, user centered design)

Technologies Used:

HTML5, CSS3, Invision, Marvel, Zeplin, Draw.io, Photoshop, Vue.js, SASS, VS Code, Node.js

LottoStarlet, Malta - UX/UI designer/developer

January 2018 - August 2018

Responsibilities:

- Re-design UX/UI for the company web shop
- Transform mockups and wireframes into Angular 5 components
- Style the application components using Sass
- Criticize and suggest improvements to the received mockups / layouts
- Content management using Contentful CMS

Technologies Used:

HTML5, CSS3, Photoshop, Invision, Sketch, HotJar, VS Code, Bootstrap 4, Angular 5, Contentful.

GFI - Informatique, Lisbon - Team Leader / UI Designer / Front-End Developer

October 2013 - September 2016

Project 1: VODAFONE CLUB

Responsibilities:

- UI Design
- Front-end-development
- Development of solutions for responsive design
- Providing solutions to complex interfaces
- Development of solutions for cross browser compatibility
- Re-design UX/UI for company application (ERP)

Technologies Used:

HTML5, CSS3, Bootstrap 3, jQuery, Illustrator, Photoshop, Sublime Text

Project 2: SIGA

Building from scratch, the next integrated student information system to Ministerium of Education in Portugal

Responsibilities:

- Member of the UI / UX team to Analyze, Criticize and suggest improvements to the received mockups / layouts
- Front-End-Development using HTML5, CSS3, Bootstrap;
- Providing solutions to complex interfaces

→ Delivering high quality HTML with double and triple AA / AAA accessibility levels

Technologies Used:

Photoshop, Illustrator, Axure, Slack, Bootstrap 4, Angular MD, JQuery

Project 3: TOYOTA ONE

Migration of **TOYOTA** (EU) websites (41 countries) from SDL Tridion (CMS) to the latest version of the system. (Nearshore project, 20 team members)

Responsibilities:

- Team Leader;
- Functional Analysis;
- Front-end development
- Supervisor providing direction to team to ensure project goals, objectives and schedules are accomplished
- Overseeing and revising design and coding activities to ensure consistency and quality
- Providing architecture / technical principles to meet requirements and improve productivity
- Responsible for training new team members

Technologies Used:

Photoshop, Illustrator; HTML5, CSS3, Bootstrap, Illustrator, Google docs; SharePoint TeamSites

Project 4: MOCCA

Migration of **Credit Agricole** (FR) intranets content (61 intranets) from Vignette to SharePoint 2013 (Nearshore project, 30 team members)

Responsibilities:

- Team Leader;
- Functional Analysis;
- Front-end development
- Providing architecture/technical principles to meet project requirements and improve productivity;
- Providing solutions to the complexity and differences of the two systems (Vignette & SharePoint 2013) regarding Front-End-Development specifications.
- Overseeing and revising design and coding activities to ensure consistency and quality;

Technologies Used:

Photoshop, Illustrator,HTML5, CSS3 VS code, HTML5, CSS3, Gira; SharePoint TeamSites

CCILM - Commerce Chamber Lisbon/Mexico - Lisbon - Designer/Developer

December 2012 - August 2014 (Freelancework)

Responsibilities:

- Web design and Graphical conception
- Digital marketing (e-flyers; on-line campaigns; newsletters)
- Print design (ID, Posters;)
- Front-End-Development using HTML5, CSS3 and Bootstrap;
- Creating solutions for responsive design

Technologies Used:

Photoshop, Illustrator, HTML5, CSS3, Bootstrap

GT-Informática - Lisbon - Designer/Developer

February2012 - February2013

Responsibilities:

- Web design and Graphical conception
- Digital marketing (e-flyers; online campaigns; newsletters)
- Print design (ID, Posters; Brand, ID)
- Front-End-Development
- Creating solutions for cross browser compatibility

Technologies Used:

Photoshop, Illustrator, Html5, CSS3, Joomla, Sublime Text
