

Inês Botequilha, UI Designer

Work Experience

Junior UI Designer

Jan 2024 - Present

Contribute to digital experiences for major brands including McDonald's, Adidas (AdiClub), O2 Priority, and others; design intuitive, brand-aligned user interfaces and digital assets across web and mobile platforms; conduct UX/UI research to inform design decisions and enhance user engagement; build and maintain scalable design systems in Figma, ensuring consistency across products; create interactive prototypes to support user testing, development handoff, and stakeholder presentations; collaborate with cross-functional teams (UX, strategy, development, QA, and client partners) to deliver cohesive, user-centered digital solutions.

London, UK

Freelance Designer

Sep 2022 - Dec 2023

Working on multiple projects of branding, UX/UI, and graphic design for different platforms and companies.

London, UK & Lisbon, PT

Freelance UX/UI Designer at Bliss Applications

Jul 2022 - Sep 2022

Redesigning an established banking app interface (UI) and preparing development files for the implementation team to support a new project launch. This involved creating fresh illustrations for the entire app and designing new UI elements to enhance the user experience.

Lisbon, PT

Junior UX/UI Designer at Bliss Applications

Mar 2022 - Jul 2022

Engaging in content creation across various external communication channels (social networks, newsletters, and websites for Bliss). Additionally, contributing to market research, reference analysis, and best UX practice studies. My responsibilities also included assisting in the development of interaction flows and prototypes, as well as facilitating usability tests and other components of UX research. Finally, I played a key role in crafting final user interfaces (UI) and preparing development files for the implementation team.

Lisbon, PT

Junior Designer at Methinks AI

Sep 2021 - Mar 2022

As a junior designer at an AI company focused on medical assistance software, my role involved creating and enhancing both print and digital materials. I collaborated closely with product specialists to develop user-centered design concepts and contributed to proposals and website modifications.

Barcelona, Spain

Education

London College of Communication, University of the Arts London

Bachelor of Arts in Graphic & Media Design

2019 to 2023 - London, UK

Websites

minesbotequilha.wixsite.com/in-s-botequilha
<https://www.linkedin.com/in/inesbotequilha/>

Skills

UX Design
Visual (UI) Design
Graphic Design
UX Research
Branding
Illustration
Interaction Design
Content Design

Tools

Figma
Adobe Creative Suite
Sketch
Webflow
ProCreate
Invision
Miro

Languages

Portuguese
English
Spanish

Professional Certificates

Google UX Design by Google, 2023
UX Principles & Processes by University of Michigan, 2023

Contact

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