

Ana Vieira

UX & Product Designer

📍 Lisbon, PT | Open to international relocation or remote positions

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🌐 Citizenship: Luxembourgish (EU passport holder)

Product Designer with experience creating complex digital products, with a strong focus on usability, user flows and solving real-world problems.

I am comfortable transforming complex challenges into structured and intuitive experiences. I have worked closely with cross-functional and remote teams, contributing throughout the entire process, from research to implementation. My focus is on creating meaningful experiences that balance user needs, business objectives, and technical constraints.

Experience

Head of Social Impact, LisboaUX (Portugal - Part-time) - March 2026 - Present

- Designed and led a pilot program connecting designers, mentors, and NGOs, defining how teams collaborated and measured success.
- Turned research insights into practical solutions with clear, measurable outcomes.
- Kept teams and stakeholders aligned throughout the entire project lifecycle.
- Built processes that supported junior designers working on real projects.

Designer & IT Manager, Lisbon Project (Portugal - Hybrid) - Aug. 2025 - Present

- Led the redesign of a complex digital ecosystem, consolidating four websites into two main platforms, improving consistency and reducing information and content fragmentation.
- Identified usability and accessibility issues through research, and translated those insights into clearer user flows and system improvements.
- Collaborated closely with both design and development to ensure solutions were practical and consistent.
- Managed the digital infrastructure and automated workflows (Mailerlite), making day-to-day operations more efficient.
- Coordinated design work across different phases and with different collaborators, keeping the process aligned from beginning to end.

UX Designer, Road of Hope (Netherlands - Remote - Part-time) - Aug. 2023 - Present

- Led the end-to-end redesign of a nonprofit platform, improving engagement for both donors and volunteers.
- Conducted user research and turned insights into clear artifacts like flows, journeys, and key decision points.
- Delivered a scalable WordPress website, keeping everything aligned with design system principles.
- Contributed to strategic improvements that helped strengthen funding and partnership opportunities.
- Continuously improved the platform with a strong focus on accessibility.

UX Designer, Freelance (Portugal) - Oct. 2022 - Dec. 2022

- Redesigned an NGO website with a focus on clearer navigation and improved accessibility.
- Simplified user flows to reduce cognitive load and make the experience more intuitive.
- Delivered a functional WordPress solution in close collaboration with a remote team.

Education

- Google UX Design Certificate, Coursera - 2023
- [Master's in Product & Space Design](#), IADE - Portugal - 2018
- Postgraduate in Product Development Management, UTFPR - Brazil - 2013
- BA in Industrial Design - Product Design, PUCPR - Brazil - 2011

Skills & Tools

- **Design & Product**
User Research, Personas, Journey Mapping, User Flows, Wireframing, Prototyping, Usability Testing, Human-Centered Design, Design Thinking, SEO Basics, UI Design, UX Documentation and Accessibility.
- **Technical Tools**
Figma, Adobe XD, Miro, Notion, WordPress, Adobe CC and HTML/CSS (basic).
- **Soft Skills**
Cross-functional Collaboration, Remote work, Structured Thinking, Communication and Initiative.
- **Languages**
English and Portuguese.