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# Henrique Ferreira

Very passionate Product Designer, focused on optimal efficiency and functionality, combined with a strong and appealing visual presentation.

## Experience

### 2014 – 2015 **DINE app by Tasting Table**

as Product Designer, working remotely to NYC

Translating user needs and business requirements to design deliverables, such as low and high-level interactive prototypes, UI elements & specifications and visual designs, always liaised with product the development team. Supporting the marketing team with occasional promotional graphics and branding material.

### 2015 **Psious: virtual reality therapy**

as Product Designer, Barcelona

Responsible to redesign the web platform used by the therapists to conduct the treatments. Performing user researches, tests with low and high-level prototypes. Communicating with deliverables such as UI specifications, task-flows, wireframes and visual designs. Besides that, supporting the development team with occasional front-end development.

### 2014 – 2015 **Moobile: solutions on mobility agency**

as Associated Designer, Rio de Janeiro

Fully immersed in the whole creative process, from conceptualization, researching, prototyping, testing to the final visual designs of digital products, such as apps for phones and tablets Android and iOS, web apps and websites.

### 2011 – 2013 **Elogroup: Business consulting and startup accelerator**

as Digital Media Designer, Rio de Janeiro

Designing solutions for web, performing front-end development and occasional brand design, serving mostly local startups.

# Education

## 2015 **Mobile App Design Post Graduation**

ELISAVA – Escuela Superior de Diseño e Ingeniería de Barcelona.

Understanding the particularities of the mobile environment and their impacts on conceptualization, design and development of its applications.

## 2012 – 2013 **Ergodesign of UI: Usability and Information Architecture Post Graduation Course**

Pontifícia Universidade Católica (PUC) – Rio de Janeiro.

Design and evaluation of the UI, from the ergonomic requirements to the management of UX design projects targeting easy of use, efficiency and effectiveness.

## 2007 – 2011 **Graphic Design for Digital Media Graduation**

Escola Superior de Design Digital, Infnet – Rio de Janeiro

Theoretical basis of digital graphic design along with practical tooling knowledge.

# Additional Information

**Civil Status** Civil union

**Hometown** Rio de Janeiro, Brazil

**Current Residence** Zurich, Switzerland

**Languages** Portuguese      English      Spanish      German  
Mother tongue      Fluent      Fluent      Basic – A2 level

**Main Interests**

- . Photography of landscapes and cityscapes.
- . Traveling to visit museums and taking pictures.
- . Illustration, an artistic side that led me into studying Fine Arts.
- . Cooking: a new BuzzFeed recipe every night!
- . In addition, I'm always carrying a book with me, watching TV shows and going to the movies.

# Main Skills

