

JOANA BATISTA

■ SENIOR PRODUCT/UX DESIGNER

joanabatista.com

ABOUT

I am a creative doer that believes every project has magic.

I like to tell stories and work smart to create new things everyday.

I currently lead the global Product / UX Design at TruRating and have a background in Art Direction. **I research, prototype, design and launch innovative products, experiences and solutions.**

Having lived and worked in 3 continents while fluently speaking in 3 languages (English, Portuguese and Spanish), I thrive in global settings and projects targeting diverse audiences.

And with a couple of years in leadership roles, **I love working with teams to drive projects forward while continually learning from others.**

EDUCATION

2012

DESIGN DIPLOMA

SHILLINGTON COLLEGE - NEW YORK

2006 - 2009

BACHELOR'S DEGREE IN BUSINESS COMMUNICATION

SCHOOL OF COMMUNICATION & MEDIA STUDIES - LISBON

SKILLS

Product Design



UX Design



Art Direction



Interaction Design



Visual Design



Presentation Design



Product Management



Agile / Scrum



Sketch / Invision / XD



Illustrator



Photoshop



Premier Pro



Keynote



PowerPoint



Print Design



Editorial Design



EXPERIENCE

2016 - Present

SENIOR UX & VISUAL DESIGNER

TRURATING - LONDON - GLOBAL TEAM

2016 - 2020

CO-FOUNDER & DESIGNER

THE WORLD BY THEM - LISBON & LONDON

2015 - 2016

ART DIRECTOR - SALLY HANSEN

CULT LDN - LONDON

2014 - 2015

ART DIRECTOR-L'ORÉAL

LION & LION - KUALA LUMPUR

2013 - 2014

VISUAL DESIGNER

LION & LION - KUALA LUMPUR

2013 (3 months)

FREELANCE DESIGNER - SUPER BOWL

LEAD DOG - NEW YORK

Please contact me for references.



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DETAILED EXPERIENCE

2016 - Present

SENIOR UX & VISUAL DESIGNER

TRURATING - LONDON - GLOBAL TEAM

Designing and overseeing all product design in the core London scrum team while collaborating with offices in Toronto, Atlanta and Sydney.

- Designing everything product-related from start to finish (research, wireframes, user interviews, prototypes and visual design)

- Developing UX and UI for all digital products as well as the product design libraries.

- Collaborating with copywriters, product owners and digital managers to create conversion-focussed lead generation sites and content platforms

- Collaborating with the sales team to create persuasive investor, client and sales presentation pitches

- Occasionally Art directing photoshoots from concept to styling, in-studio and post-production for print and digital.

- Recently stepping in as Product Manager (to cover for a mat-leave absense) I write MVP documents, create product visions and write user stories for dev/testers/designers.

2016 - 2020

CO-FOUNDER & DESIGNER

THE WORLD BY THEM - LISBON & LONDON

Co-founded a company to enable parents create new memories and to "save" how the world is seen through their children's eyes.

- Conducted intereviews with kids in our neighbourhood to trial concept.

- Developed concept into a professional service of creating custom time capsules, comics and quotes.

- Developed all the identity, branding, website & social media.

- Created pitch decks, lead presentations and signed partnerships.

- Worked with hundreds of kids / families and brands like Worten (Sonae), Schneider Electric, Carglass & Novartis.

Please contact me for references.

2015 - 2016

ART DIRECTOR - SALLY HANSEN

CULT LDN - LONDON

Predominantly worked on the american beauty brand 'Sally Hansen' (part of Coty Group) to develop assets for global and local campaigns.

- Developed 2 major digital campaigns for Europe and USA, both of which exceeded client expectations and drove higher percentage engagement across all their channels and website.

- Developed the creative strategy and desig concepts for banners, PowerPoints and keynote presentations, social media assets and print materials.

- Directed photographers, videographers and retouchers throughout entire creative process

2014 - 2015

ART DIRECTOR - L'ORÉAL

LION & LION - KUALA LUMPUR

Responsible for the digital visual direction of 8 L'Oréal brands in Malaysia of L'Oréal Paris, Lancome, Maybelline, Garnier, Kieh!'s, YSL, Shu Uemera and Men Expert.

- Managed and mentored a team of 6 designers

- Developed digital campaigns with copywriters and other designers from brief to launch

- Conceptualised and art directed photoshoots in line with sales and social media targets

- Ensured designs were created in line with brand guidelines and the target audience

- Created campaign visual strategy and assets such as Google display banners and Facebook ads

- Led design in web projects from UX wireframing to visual strategy and execution with developers

2013 - 2014

VISUAL DESIGNER

LION & LION - KUALA LUMPUR

Mainly focused on supporting sales on picthes, competition briefs and RFPs.

- Conducted brainstormings and strategies that were crucial for the growth of the company across Malaysia, Indonesia & Hong Kong.

Worked on picthes that turned into clients for L'Oréal Group, Bollywood Pro, Sophie Paris, Adidas, Astro, Ikea, Smile Makers, Air Asia and Gaviscon.

June - August 2013

FREELANCE DESIGNER - SUPER BOWL

LEAD DOG - NEW YORK

Visual Designer in the Super Bowl creative team

- Designed a diverse range of assets for web, print, exhibition walls and presentations