



Pedro Gameiro

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EDUCATION

March - August 2012
UX Design / User Interface Design & Development
 EDIT - Escola de Design Interactivo e Tecnologia

September 1997 - June 2000
Computer Science & Engineering
 Instituto Politécnico de Leiria
 Higher Institute of Tecnology and Management

EXPERIENCE

Since November 2012
UX/Interaction Designer
 Activo.nl - Leiden [NL]

Development of a new modular framework for event management.
 Responsible for the concept, UX and UI Design.
 Front end development for the CMS.

UX Design & Interaction design for custom event website
 Visual design for digital interfaces and mobile apps
 Wireframe and prototyping development for custom web apps
 Front end development for event website (responsive/cross-browser)

Worked for the following clients:
 BDO, Google, KPN, KRO, ProRail, Telfort
 De Rechtspraak, MVO Nederlands, Nissan, Shell

September 2005 - November 2012
Freelancer Web Designer / Front End Developer
 Freelancer - Lisbon [PT]

UX/UI Design and Front End Developer
 Freelance Team Leader
 Project management
 Development of:
 Custom-made CMS, Dynamic websites
 (e-commerce, product catalogs, custom web apps)
 Landing pages and newsletters,
 A/B Testing
 Search Engine Optimization,

Long term partnership with several companies including:
 Feyiue Group Europe Aps - Denmark
 Sleiþner Aps - Denmark
 Webm2 Aps - Denmark
 Second Media B.V. -The Netherlands
 Verlag Dashöfer - Portugal
 MVO - Portugal

April 1997 - July 2005
Web Designer
 Netliz - Sistemas de Informação, Lda. - Leiria [PT]

UI Design and Front End Developer (HTML/CSS)
 Database content integration (PHP/MYSQL)
 Project management
 Flash animations
 Visual design

OTHER RELEVANT COURSES

June 2009
SEO & PPC Intensive workshop
 Hannu Vangsgaards - Aalborg, Denmark

March 2007
Motion Graphics
 Restart - Lisbon

February 2004
Graphic Design
 IPFEL - Leiria

SKILLS

DESIGN	PROTOTYPING	CODING
<u>Photoshop</u>	<u>UX Pin</u>	<u>HTML</u>
<u>Illustrator</u>	<u>Axure</u>	<u>CSS</u>
<u>Sketch</u>	<u>Invision</u>	<u>jQuery</u>
<u>Flash</u>	<u>Marvel</u>	<u>Javascript</u>

UX METHODS

Usability testing	Website Analytics
A/B Testing	Interface prototyping
Surveys	Card sorting

OTHERS

Google Analytics	Wordpress
Google Adwords	Opencart
SEO	

STRENGHTS

Strategy
 User Experience
 User Interface Design
 Complex problem solving
 Translate business needs into great user experiences

LANGUAGES

Bilingual Portuguese/French (Native language)

English Fluent speaking, reading and writing skills
Dutch Attending classes