CV Paulo Azevedo

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I'm an award-winning designer with 10+ years of experience across London, Ireland, US, and Switzerland. I deliver impactful design, creative solutions, and adaptable expertise across industries. Explore my CV and portfolio for an overview of my work and selected projects. (freelance work not listed below)

Work experience & Education

Work | Product (UX/UI) Designer

Comparis, UK & Switzerland | May 2021 - Present

Switzerland's leading online comparison and marketplaces platform

Optimised marketplace features & iteratively designed solutions contributed to 20% YoY product growth*
Reduced design-to-development process time by at least 50% through design and strategic workshops*
Qualitative and quantitative research-based decisions, helped a **100% increase in conversions***
Led the UX competence team company-wide, and delivered complex big scale design systems.
Delivered end-to-end product solutions by collaborating with engineers, PMs, and department leads.

#E-commerce   #ProductDesignLead   #Workshops   #ProductGrowth

Design Director (Co-Founder) | Work

MindHealthVR, London, UK | Aug 2024 - Jun 2025

Innovation technologies, mental health and VR solutions for the workspace

Designed VR experiences shown to improve mood by 60% after a single session*. Built scalable brand and design systems, helping reduce production costs. Led user research to optimise efficiency, achieving a 95% NPS*. Spearheaded innovation in voice, gesture, and ambient interfaces. Supported front-end development with GitHub Copilot, integrated Contentful CMS, and deployed the app using CapacitorJS and Xcode.

#SaaS   #Innovation   #VR   #ProductGrowth

Training | Design Thinking for Innovation

Hyper Island, Stockholm, Sweden | Mar 2023

Creative Direction | Training

Central Saint Martin's, UAL, London, UK | July 2022

Work | Lead Digital Designer

NDP studio, London, UK | Oct 2019 - July 2021

Digital technology agency that focused on creative and striking websites

Developed innovative design solutions that aligned client goals with user needs, strengthening partnerships, incl. a **400% increase in demand and revenue in one of the client-agency collaborations***
Presented pitches to clients and helped alignment with stakeholders through effective communication.
Directed UX/UI design initiatives, including user research, website layouts, animations, and visual communication strategies, resulting in improved user engagement and brand consistency.

#Agency   #Innovative   #ClientFacing   #LeadDesign

Creative & Digital Manager | Work

CIG, London, UK | Sept 2014 – Sept 2019

Leader in the creation and distribution of pharmacy publications, training and research.

Conceptualised and executed creative solutions for e-learning programmes in healthcare, **improving completions rates by 30%***, and winning **2 awards** in the field.
Designed and optimised web platforms and apps for a news, CPD analysis and managment platform, driving data-driven growth, with **increase in page views and overall usage up to 100%***
Directed UX/UI projects, delivering user-centered designs that improved usability.
Managed a video team, delivering on time and within budget to improve efficiency.

#Healthcare   #Creative   #Leadership&Mentoring   #Publishing

Work | Graphic Designer

Beactive Media, Dublin, Ireland | Sept 2013 – July 2014

Irish and Portuguese award-winning Film, TV and Digital studio

Created logos, iconography, and website components that reinforced brand identity and elevated visual consistency. Designed UI elements for ebooks, landing pages, and GIFs, contributing to engaging and user-friendly digital experiences.

#GraphicDesign   #UIdesign

MA in Graphic Design | Education

Polytechnic Leiria, ESAD, Portugal | Oct 2011 - Sept 2013

Modules included: Creative processes, Branding, Typography, Illustrations, UX/UI, video.
Other academic background: Bachelor Degree in Communication and Multimedia design, ESEC, Coimbra, Portugal (2007-2010).

Skills & competencies

UX/UI design including wireframes, prototypes, and user-centered interfaces for websites and apps, with expertise in visual design and branding that help consistency across materials.
Web platforms and app optimisation, e-learning design, animation, and interaction design to create engaging digital experiences.
User research and testing to inform decisions and **creative direction** for visual communication and managing video production projects.
Strategic thinking, communication, collaboration, and leadership to align teams and deliver innovative solutions that help align user needs with business goals.

Design related
Basic Knowledge

Design related
Good knowledge

Digital Design / UX
Proficiency

| Web-related (HTML, CSS) | 3D related (C#) | MS Word, Excel, Powerpoint, Outlook | 3D software (Unity, Blender, etc) | Research/Analytics (Maze, Analytics, etc) | Personal/Management (Jira, confluence, etc) | Adobe suite (Photoshop, Illustrator, After Effects, etc) | Digital design tools (Figma, Adobe Xd) |

*Most key achievement figures mentioned below are fully explained in my portfolio, others can be shown in interviews or private chats as necessary