

Alex Carvalho
DESIGN DIRECTOR
BASED IN LONDON, UK

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Hello I'm Alex.

I'm a **design director** with an eye for detail and craft. With more than 15 years experience within the design industry I've covered nearly every aspect out there as a collaborative leader with vast experience in **UI, UX**, end-to-end **Product Design**, **Digital Branding**, and **Design Strategy**.

I'm a believer that the 'devil' is in the details and in balancing the harmony of form and function, to craft beautiful products and designs that always retain a sense of purpose.

I've worked in many different types of projects, from **mobile apps**, to big **web design builds**, from **art directing campaigns** to **branding projects**, and building **design systems**.

I've led teams of **designers, illustrators, motion designers**, and **UX'ers**, where I've not only oversaw their work but also (and most rewarding for me) strived to inspire and grow their creative talent. I've also frequently bridged between **creatives** and the **dev/tech teams**, as I'm comfortable to learn, research and understand the technical challenges that might come up with new products.

I've also been very **client-facing**, as I've conducted **presentations, stakeholder interviews** and **joint workshops**.

I'm always open to new challenges. Get in touch with me. :-)

HIGHLIGHTS

- Leadership skills, both creative insights/direction, as well as mentoring
- Excellent visualisation skills
- Detail-oriented (pixel perfect)
- Hands-on (as needed and lead by example)
- Naturally proactive
- Trends & technology aware
- Strong UX knowledge
- Great skills with Sketch, Photoshop, Illustrator; basic knowledge of animation & video
- Good cultural level, beyond the design niche
- Fluent in English, Portuguese and French; good Spanish spoken.

RECENT EXPERIENCE

London DESIGN DIRECTOR / DESIGN LEAD

MAY 2019 – ... **The BIO Agency**

Working mostly on new business pitches across several markets (Payroll, Mortgages, Streaming Media Services, and more).

London DESIGN LEAD

DEC 2018 – APR 2019 **We Are Friday**

Rethinking an insurance brand (including their brochure, and quote & buy websites); stakeholders and customer interviews, insights analysis, defining new customer journeys, and digital brand definition.

London LEAD VISUAL & PRODUCT DESIGNER

OCT – DEC 2018 **Ustwo**

Pitch work for a new health native app, for an American top pharma brand. UPDATE: Pitch won.

London DESIGN DIRECTOR

AUG – OCT 2018 **Digitas**

Kicking off a new mobile banking product; defining a governance model to be applied amongst different teams, and creating brand guidelines and digital toolkit.

London HEAD OF DESIGN

FEB – AUG 2018 **Made by Fire**

Leading a team of 8, in multiple projects; core project involved managing and being hands-on for a new wearable product (high-end fitness), working closely with the client to define the product, features and objectives, as well as defining the digital brand guidelines and the design system.

London DESIGN DIRECTOR / LEAD VISUAL DESIGNER

AUG 2016 – JAN 2018 **Misc Agencies**

Working on pitches and short term projects in several agencies/studios: **Adam&Eve, AKQA, Ustwo, Analog Folk, Possible, Foolproof, Brilliant Basics, Else London, Prospect, IBM IX, Investis, Maido...**

London SENIOR VISUAL DESIGNER

FEB – APR 2017 **AKQA London**

Volvo Cars global website redesign: working in London and also in Gothenburg where done workshops with client stakeholders.

London
FEB – APR 2015

DIGITAL DESIGN DIRECTOR
OWLR (startup)

Create a new visual language for the mobile app OWLR: new redesigned logo, more optimised user experience and a new interface flexible enough to adapt to “flavoured” spin-off apps.

London
JAN – FEB 2015

LEAD UX/UI DESIGNER
MPC/TBWA

Working on the upcoming new Aquafresh app, using a 3D character library animating in real time (using Unity 3D engine).

London
OCT – JAN 2015

LEAD UX + VD DESIGNER
Monitise Create

Joined an innovation team to work on mobile payments ideas for Visa, Europe, from concept to prototyping.

London
MAY – AUG 2014

LEAD VISUAL & UX ARCHITECT
MPC + ...

Working in X-Factor/TalkTalk mobile app and website experience - a project by **MPC/CHI Partners**. Also working on a **MPC/Weiden+Kennedy** project for the Children Helpline International.

London
FEB – MAR 2014

SENIOR UX/UI DESIGNER
Monitise Create

Wireframe and UX ideas for the version 2 of FIFA.com app, mostly centered in Brazil WorldCup 2014 new features.

Lisbon
SEP – DEC 2013

LEAD DIGITAL DESIGNER / ART DIRECTOR
BBDO/Proximity

Digital projects in web design, social media, intranet and web mkt, for brands such as Oreo, Pedigree, Ana Aeroportos, Smart and REN.

Lisbon
DEC 2012 – SEP 2013

DIGITAL DESIGN LEAD
McCann Erickson

During the whole year of 2013 had partnered with McCann Portugal as digital creative lead for many new business projects; clients included CGD, Oliveira da Serra, Santa Casa or Jumbo.

Lisbon
APR 2009 – SEP 2012

DIGITAL CREATIVE DIRECTOR
Research & Design / ActualSales

Managed a team of 4 designers in web design and mobile apps projects, with inhouse build/production; clients like Microsoft, BEST Bank, EasyPay,

Logo, Metlife, Logo, Johnnie Walker, FNAC and Nokia, among many others.

BRANDS/CLIENTS

Regus
Volvo Cars
Virgin Atlantic
HSBC
Hiscox
CBRE
UBS
Eli Lilly
O2 Arena
Natwest
Vrumi
VISA, Europe
Aquafresh
IKEA
FIFA
Samsung
GAP
Microsoft
Martini
Butlin's

Nestlé
Metlife
Sage
Roche Labs
Oreo
Ford
Opel
Element Skateboards
FNAC
RTP (state TV Channel)
TAP (airline company)
ANA Aeroportos
Sagres (beer)
SICAL (coffee producer)
Jumbo (supermarket network)
L'Oréal Paris
Hugo Boss
Zellis

EDUCATION

Lisbon 1992 - 1996 COLLEGE DEGREE INCOMPLETE
Faculdade de Arquitectura (UTL)
Applied with a final average of 18/20. Completed first 2 years.

LANGUAGES

Portuguese	<i>native</i>
English	<i>fluent</i>
French	<i>fluent</i>
Spanish	<i>average</i>

TOOLS OF THE TRADE

Figma	●●●●●●●●●●
Sketch	●●●●●●●●●●
Adobe Photoshop	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
InVisio	●●●●●●●●●●
Proto.io	●●●●●●●●●●
WebFlow	●●●●●●●●●●
Principle	●●●●●●●●●●
Flinto	●●●●●●●●●●
Marvel	●●●●●●●●●●
PaintCode	●●●●●●●●●●