

# Paulo Natal

## UI/UX Designer & Developer

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www.paulonatal.com

### SKILLS

#### Research

Data Analysis

Competitive Analysis

User Interview/Survey

A&B Testing & Usability Testing

Task analyses & Persona

hypothesis

#### Ideation

Brainstorming

Information architecture

Sketching

Low/High Fidelity Wireframing

#### Design

Design Guidelines

Responsive Design

UI Patterns/Elements

Prototyping

Interaction Design

Visual Design

UI Design

Graphic Design

Branding

Repeated success in optimising user experience through creative problem-solving. With vast experience in design and web development I am proficient in all aspects of the product development process.

### EXPERIENCE

July 2015 – present

#### Designer and Developer

*Skynet.design – Remote*

Researched, strategized and launched UX improvements for oilfield service companies registration portal with over 1K users, which increased conversion by 45% and significantly improved the general web usability of the portal.

Ideate, design and redesign user interfaces, WordPress websites and information architecture for a wide range of clients including government websites.

September 2011 – June 2015

#### Designer and Developer

*pps-publications.com - Horley, Surrey*

Developed UX strategies, designed and developed engaging solutions for a multitude of WordPress websites with over 60k monthly visitors from Europe, USA and Asia.

Conceptualized and delivered high quality designs for multi-platforms(web and print).

October 2009 – August 2011

#### Web and Graphic Designer

*empire-elements.co.uk - Remote*

Designed and developed solutions for a wide range of user-centred websites with high traffic.

Created logos, flash animated banners and print advertising for a multitude of small and medium-sized businesses.

## Programming

HTML5

CSS3, Sass, Less

JavaScript(jQuery, AngularJS,  
React, Bootstrap)

PHP, MySQL, WordPress

## TOOLS

Sketch

Adobe Creative Cloud

Invision

Balsamiq

squarespace

Sublime Text

Atom

Git

## ADDITIONAL EXPERIENCE

November 2008 – August 2009

**Junior Web and Graphic Designer**

*plugit.pt – Lisbon, Portugal*

June 2008 – November 2008

**Junior Graphic Designer**

*ahdideiast.pt – Santarém, Portugal*

## ACADEMIC QUALIFICATIONS

2005 – 2008

**Instituto Politécnico de Santarém**

*Degree in Communication and Multimedia with specialization in  
Graphic and Web Design*

2009 – 2010

**Qantm college, London**

*Diploma in Web Design and Development*

## ACHIEVEMENTS

Previous portfolio featured on an issue of Web Designer magazine.

Link to article: <http://paulonatal.com/paulo-web-designer-magazine.pdf>

## REFERENCES

Available on request.