



Paulo Natal

Designer. Developer.

Creative professional with more than 10 years of experience in print, digital design and web development.

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AREAS OF EXPERTISE

Print Design

Brand Design

Digital Design

UX & UI Design

Web Design

Front End Web Development

WordPress Development

Natural problem solver, technically-minded individual with strong background in transforming concepts into powerful visual designs as well as crafting innovative solutions. Repeated success in developing a variety of products for the digital and print mediums, including WordPress themes, user-centred website designs and marketing materials. Collaborative communicator with strong interpersonal skills, proficient at meeting customer satisfaction by analysing technical problems and offering appropriate solutions.

EXPERIENCE

July 2015 – present

Designer and Developer

omnivorz.com – Remote

Responsible for working on a range of projects, designing and coding high impact, user-centred websites as well as branding and marketing materials for business promotion. Actively participate in business meetings and clients' discussions to analyse project requirements according to customers' needs.

Key Achievements:

- Efficiently managed and completed various projects simultaneously under allocated time without compromising on quality standards.
- Designing and prototyping apps and websites
- Developing and maintaining the front end functionality of simple websites as well as fully functional WordPress Content Management Systems (CMS) for a variety of industries.
- Provide guidance to team members on design and coding issues.

September 2011 – June 2015

Designer and Developer

pps-publications.com - Horley, Surrey

Designed and fully Integrated company organised event websites in WordPress. Promoted airport industry events and respective businesses by designing several promotional materials, email/social media campaigns and digital design assets.

ACADEMIC QUALIFICATIONS

2005-2008

Instituto Politécnico de
Santarém, Portugal

Degree in Communication and
Multimedia, Graphic and Web
Design

2009-2010

Qantm College
London

Diploma in Web Development

KEY COMPETENCES AND SKILLS

Sketch, Invision, Adobe
Creative Cloud, PHP, HTML 5,
CSS3, Sass, Less, JavaScript,
jQuery, WordPress, Bootstrap

Awareness of the Design and
Web Development industries,
and new technologies.

Understanding of W3C
standards, web accessibility &
best practices.

Strategically thinking through
all phases of the design and
development process.

Key Achievements:

- Designed and coded events websites organised by PPS Publications integrated in WordPress
- Provided technical support to employees for optimal utilisation of the Content Management Systems.
- Introduced cutting-edge design techniques in innovative ideas that augmented product effectiveness across the digital and print mediums.

October 2009 – August 2011

Web and Graphic Designer

empire-elements.co.uk - Remote

Enhanced business products by implementing modern dynamic solutions making use of the most appropriate technologies such as Adobe Flash. Attained constant clients' satisfaction by deeply analysing their needs and transformed concepts into attractive static and animated visual designs that suited their needs.

Key Achievements:

- Designed prototypes and coded the front end HTML, CSS and jQuery for a variety of client websites
- Created logos, flash animated banners and other assets for digital products.

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

REFERENCES

Available on request.