




# Odete Fernandes

## Product designer

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## Experience

- 07.22 - NOW **SENIOR PRODUCT DESIGNER**  
**Third Space Learning**  
I joined the company as they were preparing to redevelop part of the platform. Working across 2 squads alongside the respective PMs to help steer the design direction and responsible for among other things:
- Developing and implementing a design system strategy that covered not only the new product but could also eventually be rolled out to the remaining products;
  - Line managing and mentoring the 2 junior designers in the product team.
- 11.20 - 06.22 **PRODUCT DESIGNER**  
**BibliU**  
As the first designer on the company, I developed and implemented their design system. I worked in parallel with the teams that targeted 2 distinct audiences to help define, design and refine their product features through continuous user research, prototyping and other UX/UI activities.
- 04.18 - 10.20 **SENIOR UI/UX DESIGNER**  
**Boclips**  
Founding designer of a product; along with a team of engineers and a PM, I successfully guided it from a broad idea to MVP and from that to a paid platform all the while resorting to constant user feedback and iteration.
- 06.16 - 04.18 **SENIOR DIGITAL DESIGNER**  
**Designit**
- 07.15 - 05.16 **DIGITAL VISUAL DESIGNER**  
**Wipro Digital**
- 09.11 - 06.15 **SENIOR WEB DESIGNER**  
**Spacebar Media**
- 06.10 - 08.11 **FREELANCER**  
**Assorted companies**
- 11.09 - 05.10 **WEB DESIGNER**  
**Uzina Advertising**
- 10.07 - 10.09 **WEB DESIGNER**  
**What's On Digital Agency**
- 07.03 - 09.07 **DIGITAL DESIGNER**  
**Volume Communication**
- 04.01 - 11.02 **NEW MEDIA SPECIALIST**  
**Megamedia**
- 07.00 - 03.01 **IT CONSULTANT**  
**Novabase**

## Education

- 05 - 06 **Graphic Design, Restart**
- 02 - 03 **Digital Media, ETIC**
- 95 - 00 **IT & Business Management, ISCTE**

### Skills

- UI/UX Design
- User research
- Accessibility
- Design systems
- Usability
- Wireframing
- Prototyping

### Tools

- Figma
- Sketch
- Miro
- Adobe CC
- Balsamiq
- Invision
- Zeplin