

## Pedro Baptista

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### SUMMARY

I deliver product design based on a collaborative, user-centered design process. Currently interested in developing and leveraging Design Systems.

### EDUCATION

Universidade Católica Portuguesa  
**Bachelor of Arts - Sound & Image**  
Specialization in Digital Arts.

Graduated July 2006

### EMPLOYMENT HISTORY

The MathWorks

April 2014 - October 2019

#### **Senior Product Designer**

- Design Lead for MathWorks Design Language and UI Components.
- Product Designer for MATLAB - Live Editor.
- User Interface design for Simulink®, Signal Processing and Communications Toolbox

Freelance

October 2013 - January 2014

#### **UI Designer**

- UI Design for Pri-Med web application that allows medical practitioners manage patients' data.

Creative BitBox

September 2010 - April 2012

#### **Lead Product Designer / Innovation Manager**

- UI/UX and Design strategy for B-Around - mobile application for the tourism consumer market.
- Design and technical research for a Multi-touch table product (Software and Hardware).
- Web design and Augmented reality interaction design for La Redoute's 2011 Spring Campaign.
- Web design for La Redoute's 2010 Christmas Campaign.

Medialuso

May 2010 - August 2010

#### **Concept and Motion Designer**

- 3D TV promos for the South Africa World Cup 2010 Al-jazeera's campaign.
- Motion Title design for the documentary "Nas Ruas", broadcasted on the Portuguese channel SIC.

Universidade Católica Portuguesa

Porto, Portugal

#### **Invited Lecturer**

September 2007 - September 2009

- Net.art - Msc course on Digital Arts at School of Arts.
- Introduction to WebDesign - Graduation course on Sound and Image at School of Arts.
- Interactive Interfaces - Graduation course on Sound and Image at School of Arts.

Research Center for Science and Technology of the Arts

June 2006 - September 2009

#### **New Media Researcher**

- Interaction and interface design for the project "Octopus", a platform for video games and non-linear narratives
- Interaction design for the project "House of Affects", a computer vision controlled digital narrative.
- Executive production for "Olhares de Outono" Digital Arts Festival 2007, Oporto, Portugal. Corporate • Identity design for CITAR - Research Center for Science and Technology in Art.

Freelancer

October 2006 - October 2008

#### **UI / UX Designer**

- Design Lead on Membrain - online platform design for an interactive audio landscape.
- Interactive video installation design and development for ZKM Karlsruhe, Center for Art and Media (exhibition).
- UI Design for online media player - Palco Principal, Lda.

Bor Land

January 2000 - December 2002

#### **Designer and Art Director**

Design and art direction for Bor Land, an independent music label.

## HOBBIES & INTERESTS

I am an avid reader, amateur musician and enjoy spending time outside mostly biking and hiking.

## PROFESSIONAL SKILLS

UI / UX Design	Advanced
Interaction Design	Advanced
Visual Design	Advanced
Design Systems	Intermediate
Data Visualization	Advanced
Accessibility	Intermediate
HTML / CSS	Advanced
Javascript	Competent

## LANGUAGES

Portuguese	Native
English	Fluent
Spanish (Castilian)	Conversational
French	Conversational