

Pedro Baptista

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SUMMARY

I deliver product design based on a collaborative, user-centered design process. I'm driven by the adventure of exploring and distilling new concepts in design, which effectively and elegantly solves user and business challenges.

EDUCATION

Universidade Católica Portuguesa Graduated July 2006
Bachelor of Arts - Sound & Image
Specialization in Digital Arts.

EMPLOYMENT HISTORY

CVS Health February 2020 - Present
Senior Product Designer

- Product design for the Web and App ecommerce platform. I focus on designing new features and optimizing the customer experience, at the top of the funnel - product listing, search and product detail pages.
- Regular contributor to the CVS Health Design System (Cardio)

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
September 2007 - September 2009
Invited Lecturer

- 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
UX / UI 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.

HOBBIES & INTERESTS

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

PROFESSIONAL SKILLS

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

LANGUAGES

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|---------------------|----------------|
| Portuguese | Native |
| English | Fluent |
| Spanish (Castilian) | Conversational |
| French | Conversational |