

With 15+ years of multidisciplinary design experience, I have transitioned into a digital product designer. I conceptualize, design, and deliver innovative visual solutions from ideation to completion, leveraging my UX/UI knowledge to create seamless user experiences.

Adaptable and collaborative, I excel in various work environments and effectively manage multiple projects. I have a proven track record of working with renowned brands such as Heineken, Estée Lauder, Pizza Express, Go City, Ann Summers, and TK Maxx, among others.

EXPERIENCE

Freelancer UX/UI Designer April/22 - Jun/24	Hi Boutique (Remote) Developed a mobile app in 10 weeks, conducting user research, wireframing, and usability testing to deliver high-fidelity prototypes using design thinking and user-centered principles. Collaborated with the startup's founders to ensure all requirements were met.
Contractor Creative Designer Oct/18 - March/20 Jan/22 - March/24	Go City - London, United Kingdom Responsible for creating all digital assets during the website migrations (inc. The Great Cities Pass). I designed lead visuals and BAU assets for the homepage, emails, social media, short animations, and paid media, I also conceptualised additional web pages to ensure a seamless user experience.
Freelancer Digital Designer May/21 - Feb/22	Truant - London, United Kingdom My role involved designing for both digital and print mediums, collaborating with the creative team to help conceptualise campaigns. I developed homepage assets and rolled out digital campaigns for clients such as Pizza Express and Royal Caribbean Cruises.
Freelancer UX/UI Designer May/21 - Aug/21	Home Cycle - London, United Kingdom Led the redesign of the startup's homepage and mobile app, collaborating closely with the founder. My role included redesigning the logo and the overall look and feel, user research, wireframing, usability testing, and high-fidelity prototypes, applying design thinking and user-centered design.
Senior Creative Designer Oct/17 - Aug/18	Ann Summers - Caterham, United Kingdom I developed seasonal 360° visual concepts and BAU assets across multiple media. My work included digital assets such as web banners, emails, social media, and motion graphics. I also designed windows, created guidelines, seasonal and promotional POS, packaging, leaflets, stationery, advertisements, OOH, and other large-format graphics.
Creative and Branding Director Jul/08 - Jun/16	Tricky Hips - São Paulo, Brazil Concept and implementation of seasonal 360 campaigns and BAU assets across digital and print. Website and eCommerce implementation, emails, social and paid media and motion graphics. Art direction, set design concepts and also team management, overseeing projects to meet the deadlines and budgets.

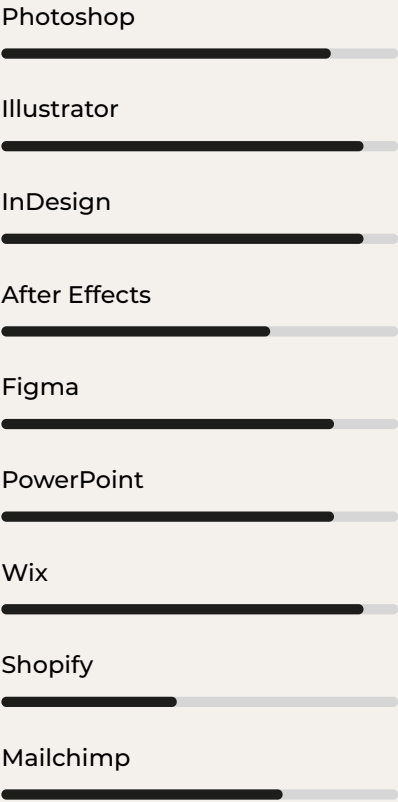
EDUCATION

Dig. Product Design	Experience Haus - London, UK Certificate in UX/UI covering every stage of digital product design.
Branding & Marketing	Escola Superior de Propaganda e Marketing - São Paulo, Brazil Intensive courses in Branding and Marketing at the same institution.
Desktop Publishing	Panamericana Escola de Arte e Design - São Paulo, Brazil Publishing, image manipulation, vector and editorial skills course.
Graphic Design	Central Saint Martins University of the Arts - London, UK 3-month summer course in Graphic Design foundation.
Fine Arts	Universidade Federal do Rio de Janeiro - Brazil Bachelor's degree in Set Design at the Fine Arts School.

CONTACTS

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TOOLS



SERVICES

UX/UI:
User Research / User Journeys / Usability Testing / Wireframing / User Interface / Prototyping

Digital:
Presentations / Paid Media / Social Media / Email / Motion Graphics

LANGUAGES

