

◆ Francisco Leal Coelho ◆ [Designer, UX Designer, Front End Developer & Proud Father of 3]

Hire me

I'm a Full Stack Designer (Web, Graphic and UX), and my focus is delivering great interactions for today's digital world.

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From a very young age I developed a great passion for the design culture. Since that time, the world has made quite a few spins, and for the past 10 years I've been creating design-based experiences for several different industries. I'm an avid creative thinker, always searching for innovative concepts and ideas in order to find the best solution for each challenge.

I like to understand the business needs and gather different people's voices and perspectives in order to create more value. I also believe that forecasting the latest trends and technologies into the design canvas is a key way of being one step ahead on this quick evolving digital landscape.

My days are divided by my 3 passions, Designing in Figma, Programming (Html, Css and Javascript) and my 3 Kids.

EXPERIENCE *

- Lead Web Designer**
Guestcentric | Mai 21 - present

 - Designed and developed 150+ hotel websites across Europe, Africa, and the Americas, including landmark properties such as Memmo Hotels, Alma Lusa, and The Independente.
 - Drove continuous UX improvements on the global Booking Engine, contributing to measurable uplift in direct booking conversion rates.
 - Established design standards and reusable component libraries for GuestCentric's CMS platform, reducing delivery time per project by ~30%.
 - Delivered fully responsive, accessible front-end code (HTML, CSS/SASS, jQuery) for all properties.
- Creative Director & Front End Developer**
BYD - Boost Your Digital | Jun 17 - Feb 2021

 - Led a cross-functional team of 4 designers and 2 developers, overseeing briefing, planning, quality assurance, and delivery across all digital projects.
 - Directed design and front-end development for brand websites, online shops,
 - UX experiences, Google Display campaigns, and social media assets.
- Senior Designer & Web - Designer**
OXY Agency | Apr 16 - May 17

Creating and programming landing pages and special campaigns for B2C and B2B companies, Website design and code.
- Senior Designer & Web - Designer**
FIX LISBOA E FIX MAPUTO | Mar 11 - Mar 16

Responsible for creating and designing offline pieces and sites for large companies
- Account Manager, Designer**
PSO - Comunicação Estratégica, Lda | Jan 10 - Jan 11

PR account manager for Entrepósito Group, Tróia Resort, Lágrimas Group, including international road shows organization

DISCIPLINES

- UI & UX Design
- Design Systems
- Branding & Identity
- Prototyping & Wireframes

INTERESTS

- Design Culture
- Typography
- Football
- Family (3 kids)

EDUCATION *

- Workshops - Design Systems with Sketch**
 EDIT. - Disruptive Digital Education
- Workshops - UX Foundations**
 EDIT. - Disruptive Digital Education
- Front-end & Responsive Web Development**
 EDIT. - Disruptive Digital Education

Front-end developer, HTML and CSS, JavaScript frameworks, UX & UI Design
- Photoshop, Illustrator, Flash And Indesign**
 The Edge - Centro de Formação

Improving knowledge of Photoshop, Illustrator, Indesign, Flash and rules of image processing
- Art Director, Advertising Creativity**
 Restart - Instituto de Criatividade Artes e Novas Tecnologias

Training for creative advertising creative to successfully integrate advertising agencies, communication companies and marketing departments, individually or in creative duo
- Indústrias gráficas (10-12th grade)**
 Val Do Rio Professional School

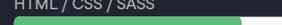
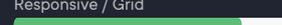
Creative and technical Graphic Design and Communication

my SKILLS

DESIGN TOOLS

- Figma / Sketch 
- Adobe Photoshop 
- Adobe Illustrator 
- Adobe InDesign 

FRONT-END

- HTML / CSS / SASS 
- JavaScript 
- jQuery 
- Responsive / Grid 

LANGUAGES

- Portuguese — Native
- English — Professional

