

◆ Francisco Leal Coelho ◆ [Designer, UX Designer, Front End Developer & Proud Father of 4]



I'm a **Senior Product Designer (UX/UI, Design Systems, Front-End)**, based on Lisbon and my focus is delivering great interactions for **today's** digital world.



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I'm a Senior Product Designer with 15+ years of experience shipping design systems and digital products end-to-end — not just designing them in Figma. At GuestCentric, I've delivered 150+ hotel websites and built a component library that cut delivery time by ~30%. I design and build: I take ownership from strategy through to production-ready front-end code, meaning fewer handoffs and less lost in translation. I'm drawn to fast-moving product teams where I can own a problem from customer conversation through to shipped feature.

EXPERIENCE *

- **Lead Web Designer**

Guestcentric | May '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.
 - Act as design strategist and technical advisor across the team, coaching on best practice and unblocking critical front-end/design problems for other designers and developers.
 - Drove UX improvements on the global Booking Engine, contributing to a 75% uplift in direct booking conversion rate — reducing dependency on third-party OTA commissions for 150+ properties.
 - 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 (now Republica 45) | Jun 2017 - Feb 2021

 - Led a cross-functional team of 4 designers and 2 developers, shipping 200 client projects per year across brand websites, e-commerce, and campaign work.
 - Directed design and front-end development for, improving engagement
 - Delivered UX and creative for Google Display campaigns and social assets, supporting client campaigns that reached leads.
- **Senior Designer & Web - Designer**

OXY Agency | Apr 2016 - May 2017

Built and coded landing pages and campaign sites for B2C/B2B clients, supporting lead-gen campaigns across several industries
- **Senior Designer & Web - Designer**

FIX LISBOA E FIX MAPUTO | Mar 2011 - Mar 2016

Designed offline and digital brand pieces for large enterprise clients, ensuring consistent brand execution across several markets
- **Account Manager, Designer**

PSO - Comunicação Estratégica, Lda | Jan 2010 - Jan 2011

Managed PR and account strategy for Entrepósito Group, Tróia Resort, and Lágrimas Group, coordinating international road shows reaching 8 markets/events.

INTERESTS

Design Culture Surf and Golf Typography Family (4 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
- **Adobe Photoshop, Illustrator, Flash And Indesign**

The Edge - Centro de Formação

Improving knowledge of Adobe Photoshop, Illustrator, Indesign, Flash and rules of image processing
- **Art Director, Advertising Creativity**

Restart - Instituto de Criatividade Artes e Novas Tecnologias

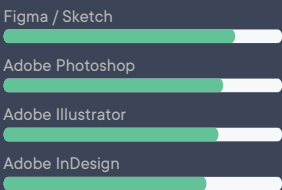
Training for creative advertising creative to successfully integrate advertising agencies, communication companies and marketing departments, individually or in creative duo
- **Indústrias gráficas (10-12th grade)**

Val Do Rio Professional School

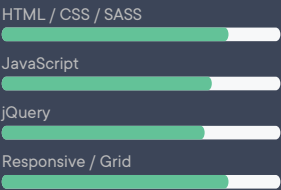
Creative and technical Graphic Design and Communication

my SKILLS

DESIGN TOOLS



FRONT-END



LANGUAGES

Portuguese — Native
English — Professional

Location

Lisbon, Portugal
Open to remote *