

Mário Andrade

Lead Product Designer

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Professional experience

Lead Product Designer

Idean UK

London, January 2018 to present

Led a project with one of the world's largest employee services and facilities companies to create a new product and service proposition to address the challenges of flexible working. Led a project with a startup services provider, also a startup themselves, to define and validate a differentiated digital banking offer proposition for startups and VC funds. Development Manager for three designers.

Senior User Experience Architect

The Guardian

London, October 2015 to December 2017

Part of the first team founded to kick start 'Contributions', a new way for Guardian readers to support the newspaper through donations. This stands as my most meaningful piece of work in my career so far. I led the design work for this project and contributed to the development of the reader revenue strategy. Development Manager for two designers.

User Experience Architect

The Guardian

London, October 2012 to October 2015

Worked across the redesign of the Guardian's native applications for iOS and Android, developed new features for the at the time new responsive site, designed new editorial tools for the newsroom, and improved the Guardian's advertising and commercial experience.

Associate User Experience Architect

DigitasLBI

London, February 2011 to October 2012

Spent a year as part of the BT Consumer project team. I optimised and

supported the current site, and added new features and functionality to meet new proposition changes. I also had the opportunity to work on a small, focused mobile team delivering mobile solutions for new and existing clients including E.ON and Foot Locker.

Graduate User Experience Architect

DigitasLBi

London, November 2009 to February 2011

One year graduate scheme. I worked on a variety of short projects for clients such as Electrolux, BT Business and Tesco. I also completed a six month project supporting the development of the Lloyds TSB internet and mobile banking sites.

Education

MA Interactive Media

University of the Arts London, London College of Communication

October 2008 to September 2009

Level: Pass

BA Graphic and Multimedia Design

Instituto Politécnico de Leiria, Escola Superior de Artes e Design das Caldas da Rainha

September 2005 to July 2008

Level: 15 out of 20

High School Graduate

Escola Secundária de Penafiel

September 2002 to July 2005

Level: 16.2 out of 20

Public speaking

Extra! Extra! Rethinking the breaking news experience

Lean UX London - March 2015

UX Oxford - May 2015

EuroIA 2015 - September 2015