

Miguel Felício

PRODUCT DESIGNER

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MY STORY ▼

I'm a Product Designer with a past life as a Motion Graphics and Graphic Designer. My experience in vibrant agency and corporate worlds, allows me to look at every problem-solving task through the lens of a business strategist and a brand storyteller. I string together all this with the design thinking framework to create thoughtful digital products. I'm a user-centric fundamentalist, with a solid understanding that is in the convergence of tech solutions and business strategy that inspiring digital product experiences are born.

SKILLS ▼

COMPARATIVE ANALYSIS
USER RESEARCH & INTERVIEWS
PERSONAS & JOURNEY MAPS

INFORMATION ARCHITECTURE
WIREFRAMES & PROTOTYPING
USABILITY TESTING & ANALYSIS

UI DESIGN & DESIGN SYSTEMS
UX COPYWRITING
ITERATIVE PRODUCT DEVELOPMENT

EMPLOYMENT ▼

Design Lead @ KANTAR

11/2019 - UNTIL PRESENT

- Leading the design department overlooking all brand ideation and creation for the future of Kantar.
- Became the brand advisor as I have acted as strategic communicator and creative consultant through the Corporate rebranding.
- Impacted team members by producing engaging and dynamic training materials to help them flourish in their jobs

Motion Graphics Designer @ COLMAR BRUNTON

01/2016 - 11/2019

- Worked on a variety of projects from online content, internal communication videos, pitch films & social content materials.
- Collaborated with the CS team to translate data into insights through creative storytelling.
- Developed the Video & Display strategy and acted in all stages of creative production: from brainstorming and conceiving, to execution and delivery.

Senior Graphic Designer @ MILLWARD BROWN

04/2013 - 01/2016

- Designed tailor-made content for a vast array of clients (Facebook, Nestle, Unilever, and other F500 leading brands) and sectors (financial, FMCG, tech, etc) that delivered branding presence across various platforms - digital and print.
- Acted as the motion brand expert, by providing creative and conceptual thinker with the ability to sell in strategic design
- Regularly pitched new creative and conceptual solutions for marketing and sales deliverables enhancing brand equity

TOOLS ▼

Invision
XD
Photoshop
Illustrator
After Effects
Premiere
Indesign
Audition
Microsoft Suite
Google Suite

MINDSET ▼

Open-minded and enthusiastic
Strong communicator
Conceptual thinker
Quick learner and problem solver
Agile and Adaptable to changes

EDUCATION ▼

User Experience Design

- SPECIALISATION BOOTCAMP @ CAREER FOUNDRY
- 500+ hours to Intensive project-based training in user-centered design
- Created an web-based app, from user research, user personas, wireframing, prototyping, all the way to visual design using the design thinking framework.
- Specialised further into Voice Design for the Alexa platform.

2010/2011 SPAIN

Motion Graphics Design

- MASTER DEGREE @ INSTITUTO EUROPEO DI DESIGN

2010/2011 SPAIN

Design

- BACHELOR DEGREE @ UNIVERSITY OF AVEIRO

2004/2008 PORTUGAL

