



Filipa Maia,

UX/UI Designer

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Check my [Portfolio](#)

As a designer, I thrive on transforming ideas into intuitive and engaging user experiences. I enjoy combining creativity with problem-solving to design user-centered solutions that are both functional and visually appealing. I'm passionate about usability, accessibility, and creating seamless digital interactions that enhance people's lives.

Work experience

02/2025 - Present

UX/UI & Product Designer

TURN Early-Stage startup in Porto

Supporting TURN in improving its digital experience, redesigning the landing page to optimize conversion during the crowdfunding campaign and creating wireframes and interactive prototypes aligned with project goals. This role allows me to apply UX/UI methodologies, prototyping, and product design in a fast-paced startup environment.

05/2024 - Present

Facilitator

I design and facilitate Design Thinking workshops, guiding teams through creative problem-solving, user-centered ideation, and prototyping to develop practical and innovative solutions.

11/2024 - 02/2025

Product Designer - Internship

Founders Founders Startup incubator in Campanhã, Porto

Conducted UX research, redesigned the website to enhance usability and aesthetics, created wireframes in Figma, and collaborated with stakeholders to align the design with business goals while ensuring accessibility standards.

06/2022 - 12/2023

Voice of Customer → CS Representative → Account Manager

Hilti Portugal Construction solutions in Leça do Balio, Porto

Managed customer relationships, provided support and issue resolution, and gathered client feedback to drive service and product improvements. Responsible for account management, order processing, and enhancing customer experience.

02/2019 - 05/2022

Technical Designer

Metalogalva Metalworking company in Trofa, Porto

Developed 2D and 3D models of metal structures, including telecommunication towers and high-voltage poles, following engineering specifications and client needs.

05/2015 - 05/2018

Call Center Operator

NOS Telecommunications company in Campanhã, Porto

Managed customer retention, resolving issues and negotiating contract renewals to reduce churn.

Education

FLAGProfessional Digital Product UX/UI Design

FLAG 2024 - 2025

UI/UX Development

CESAE Digital 2024 - 2025

CCP

IEFP 2024

Business Creation and Development

Porto Executive Academy
2021, Postgraduate Degree

Management Assistance and Translation

ISCAP 2015 - 2018,
Bachelor's degree

Skills

Prototyping

Figma, Axure

Programming

HTML, CSS, Bootstrap,
JavaScript, Github

Additional

Maze, Notion, Miro, Adobe
Illustrator and After Effects

Languages

Advanced English and Native
Portuguese