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ANABELA VELOSO

LIVING IN MALMO, SWEDEN

HELLO! I'm a **Product Designer** who lives somewhere between complex systems and human needs. I start with questions understanding the problem before reaching for solutions. I care about the people using the products and the teams building it. I care about details, ownership, and keeping design human.

EXPERIENCE

MAY 2025 — PRESENT

PRODUCT DESIGNER

Festina Group Technology · Malmö, Sweden

Sole designer dedicated to Festina Group's international Lotus ecommerce function, working across product, development, marketing and commercial teams.

Lead UX/UI for a major Shopify migration and the wider experience across navigation, discovery, search, PDPs, engraving and support. The core challenge is balancing customer needs, commercial flexibility, technical constraints and accessibility while establishing patterns that scale consistently across brands and markets.

My role extends beyond interface design: I frame problems, challenge assumptions with research and behavioural data, make MVP product decisions, and stay involved through implementation and design QA.

SELECTED EVIDENCE

- **Product decisions:** Used behavioural analytics to challenge Quick Add on product cards, supporting its removal from MVP and defining a stronger post-launch measurement approach.
- **Accessibility:** Led WCAG 2.2 AA reviews across navigation, product cards, filters and engraving, translating UX issues into prioritised implementation fixes.
- **Systems:** Expanded the Figma design system and reusable CMS patterns to improve consistency and reduce one-off solutions across the migration.

JAN 2020 — JUNE 2022

UX/UI DESIGNER

Aviation eLearning · Copenhagen, Denmark

Sole designer for the end-to-end redesign of ILPT, a B2B2C English-proficiency testing platform used by aviation professionals and assessors.

My role was to rebuild broken candidate and assessor journeys, improving session continuity, progress visibility, mobile usability and grading workflows while creating a reusable design system for the product.

SELECTED EVIDENCE

Product experience: Rebuilt the core candidate and assessor journeys, introducing clearer progress states, auto-save and more predictable recording interactions to reduce friction during high-stakes testing.

Systems: Redesigned the assessor workflow to make grading faster and less cognitively demanding, while creating a shared component and interaction system

Business impact: The redesign reached 4.9/5 user satisfaction and became one of the company's best-performing products.

OCT 2022 — JULY 2023

DIGITAL DESIGNER

Studio Luca Frei · Malmö, Sweden

Contributed to public art installations and exhibition projects while leading the redesign of the studio's digital platform.
My role combined digital design, content structure and implementation support, with a focus on making the studio's work easier to publish, navigate and maintain.

SELECTED EVIDENCE

Information architecture: Restructured the website navigation and content hierarchy to improve discoverability across artworks, exhibitions and studio information.

Digital platform: Redesigned the studio website with flexible CMS-based templates, making it easier to publish and manage a growing body of work.

MAR 2018 — AUG 2019

INTERACTION DESIGNER

Sandhills East · Luxembourg, Luxembourg

Designed responsive web and mobile experiences for customer-facing platforms, combining interaction design, visual design and front-end implementation.

My role focused on translating business requirements into usable, production-ready interfaces and working directly in HTML and CSS to carry designs into implementation.

SELECTED EVIDENCE

Responsive product design: Created mobile-first page layouts, UI components, icons and graphics adapted to different customer and business needs.

Design-to-code: Translated interface designs into functional HTML/CSS, strengthening the connection between interaction decisions and technical implementation.

OCT 2017 — FEB 2018

MULTIMEDIA DESIGN INTERN

European Parliament · Luxembourg, Luxembourg

Created multimedia and visual communication materials for institutional audiences, including video, photography and editorial design.

SELECTED EVIDENCE

Visual communication: Conceptualised and designed the Research team's annual calendar, balancing information clarity, functionality and visual consistency across departments.

NOV 2015 — SEP 2017

DIGITAL DESIGNER

Sousa's, Vieira & Veloso ·Barcelos, Portugal

Combined digital design with technical knitwear production in a manufacturing business, covering the company's digital presence, brand foundations and production support.

SELECTED EVIDENCE

Brand & digital: Led the website redesign and established the company's first visual guidelines, graphics and photography standards.

Technical production: Created knitwear technical drawings using M1 software to support manufacturing workflows.

EDUCATION

2024 — 2025

REDI SCHOOL OF DIGITAL INTEGRATION DENMARK

UX/UI Design Bootcamp · Copenhagen, Denmark

2019 — 2022

THE ROYAL DANISH ACADEMY OF FINE ARTS

Master of Fine Arts (MFA), Fine Arts · Copenhagen, Denmark

2011 — 2015

UNIVERSITY OF PORTO — FACULTY OF FINE ARTS

Bachelor of Arts, Multimedia Art · Porto, Portugal

SKILLS

PRODUCT DESIGN

Product strategy · Problem framing · Interaction design · Information architecture · Prototyping · Visual design · Responsive design · Design systems

RESEARCH & DATA

User research · Usability testing · Behavioural analytics · Journey mapping · Hypothesis development · Experimentation

SYSTEMS & DELIVERY

Accessibility / WCAG 2.2 AA · MVP definition · Design QA · CMS patterns · Design-to-development workflows

TOOLS

Figma · FigJam · Adobe Suite · Crazy Egg · Microsoft Clarity · CMS platforms