



Hi. I'm Joana Cardoso.

Senior Product Designer

I'm a Product Designer who loves to solve complex problems, with several years of experience in enterprise projects, I excel in creating user-friendly experiences for admins and business contexts.

I thrive in collaborative environments and enjoy working closely with cross-functional teams where everyone keeps pushing each other to their very best.

Born in Portugal but I am currently based in Rotterdam, the Netherlands. I value human connection, empathy, balance, equity, and growth.

www.joanacardosodesign.com

CONTACTS

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SKILLS

Lead Design Strategy, User Research, UI Design, Prototyping, Usability Testing, Design Systems, Prototyping, Data Visualization, Collaborate with Developers, PM's & Stakeholders

Other: HTML, CSS, PHP, Javascript, Agile methodology, Scrum/Kanban

TOOLS

Figma, Sketch, Miro, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Framer, Jira, Notion, Slack, Claude Code, VS Code

LANGUAGES

Portuguese - Native

English - Professional proficient

Dutch - Learning process

EDUCATION

Master Course Industrial and Product Design

FEUP/FBAUP University of Porto . 2016-2017

Bachelor's Degree Multimedia Communication Technologies

ESMAE - School of Music and Performing Arts . 2010 - 2013

Multimedia Technical Course

Level 4 . IPTA - Professional Institute of Advanced Technologies . 2008 - 2010

EXPERIENCE

Senior Product Designer . Elastic

May 2024 - Current . Remote 🇵🇹

- Machine Learning and Alerting framework
- AI powered design process

Senior Product Designer . BaseN Netherlands B.V.

November 2022 - April 2024 . Remote 🇵🇹

- Lead the end-to-end design process of this mature SaaS/B2B
- Helping diverse industries achieve situational awareness in complex enterprise settings, handling vast real-time data visualization and analysis
- Collaborate with developers, product manager, and stakeholders

Product Designer . BaseN Corporation

March 2021 - November 2022 . Remote 🇵🇹

- End-to-end design process from discovery research to effective problem framing, ideation, co-creation, prototyping, and user testing into high-fidelity designs
- Design and documentation of a complete design system

Product Designer . Keezag

Feb 2020 - Nov 2020 . Hybrid 🇵🇹

- Develop intuitive, usable, and engaging interactions and visual designs for iOS and Android APP. Contributed to a design system.
- A team of 3 designers, collaborated with PMs, developers, and stakeholders. Agile environment: Scrum/Kanban.

Product Designer . euDigital

Jun 2017 - Feb 2020 - Maia, Porto 🇵🇹

- Product design and WordPress theme development, brand development, graphic design, social media management, SEO optimization, and digital marketing campaigns.
- Lead junior designers and internship designers and worked directly with clients in various fields.

Web Designer . LPSolutions

May 2014 - June 2017 . Porto 🇵🇹

Web Designer . PCMM

July 2013 . December 2013 . Maia, Porto 🇵🇹