



DANIELA CARDOSO

UX & UI DESIGNER

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SUMMARY

UX/UI Designer with hands-on experience in e-commerce and cross-functional product work - from journey mapping and user research to high-fidelity prototyping. A background in Architecture sharpened how I think about systems, usability, and quality from the ground up.

What draws me to UX is the detective work: working through layers of research data to find the pattern that explains what could be improved. Working across teams with different priorities has taught me that good UX is as much about listening and aligning as it is about design.

WORK EXPERIENCE

Freelance Product Designer • Oct 23 – Present

Independent UX and product design work across mobile apps and web - from research and concept to prototyping and usability testing. Working with real users throughout the process.

Career Break • Parental Leave & Professional Development • Feb 25 - May 26

ESPRIT • Retoucher & Image Quality Control • Ratingen, DE • May 22 - Jan 25

Proactively took ownership of a cross-functional returns optimization project, representing the Photo Studio department. Mapped the end-to-end product journey, identified friction across touchpoints, and facilitated internal ideation sessions - contributing to solutions like size chart improvements, product description restructuring, and fit assistant enhancements.

- Managed quality control of all digital e-commerce assets, coordinating with an external editing partner - escalating issues, aligning on standards, and ensuring consistency at scale
- Identified a recurring communication gap in the corrections workflow and designed a shared tracking system - a structured Excel file with categorized sections, drop-down menus, and colour dependencies - adopted across teams
- Audited and reorganized all editing templates with the external partner, eliminating redundancies and reducing recurring errors
- Coordinated retouching projects end-to-end across internal and external teams

[Adobe Creative Cloud](#) • [GenAI](#) • [DAM](#) • [Figma](#) • [FigJam](#) • [Microsoft 365](#) • [Miro](#) • [Trello](#)

FARFETCH • Retoucher - Browns Fashion • Porto, PT • Jan 20 – Apr 22

E-commerce image retouching and quality control. Initiated informal mentorship with the UK Product Design Team Lead, gaining foundational exposure to UX/UI principles in an e-commerce context.

Adobe Creative Cloud • DAM • Microsoft 365 • Trello

FARFETCH • Junior Retoucher • Guimarães, PT • Aug 19 – Dec 19

UX TRAINING & EDUCATION

UX Research Mentorship • Susana Passinhas • 2024

Intensive 4-week mentorship focused on UX research depth. Deliverables included competitive bench-marking, lean survey, user interviews, affinity mapping, empathy mapping, user persona, and journey mapping. Case Study: Personal Finances.

Figma • FigJam • GenAI • Miro

UX & UI Design Bootcamp • AllWomen Tech • Oct 23 – Dec 23

End-to-end UX case study from problem statement to high-fidelity prototype, covering user research, ideation, user flows, wireframing, and usability testing. Case Study: ReadBudSwap.

Figma • Google Workspace • GenAI

Integrated Masters in Architecture • University of Minho, PT • 2011 - 2018

SKILLS

UX & Research

User Research (Qualitative & Quantitative) • Wireframing & Prototyping • User Flows & Site Mapping • Usability Testing • Affinity Mapping • Journey Mapping • Design Thinking
Competitive Benchmarking

Project Management

Cross-functional Collaboration • Project Planning & Coordination • Process Improvement & Optimisation • Task Scheduling & Time Management

TOOLS

Design

Figma • FigJam • Adobe Creative Cloud (Photoshop, Lightroom, Illustrator, InDesign)

Collaboration

Miro • Trello • Microsoft 365 • DAM Systems

AI & Automation

Adobe Generative AI • ChatGPT • Claude

LANGUAGES

Portuguese - Native • English - C1 Professional Proficiency • German - B2 Intermediate