

Rui Almeida

Senior Product Designer

rui.ventura.almeida@gmail.com

+351 918 562 935

Portugal (Azores) · UTC-1

linkedin.com/in/rui-ventura-almeida

https://ruialmeida.design

15+ years shipping complex B2B SaaS products. I measure what I design.

PROFILE

Senior Product Designer with 15+ years working on complex B2B SaaS and FinTech products. I care more about outcomes than decoration. My work covers the full cycle: research, information architecture, interaction design, prototyping, usability testing, and working closely with engineering until things ship properly. I know HTML and CSS well enough to have real conversations with developers and catch issues before they become problems. I use AI tools regularly to move faster, and I rely on data to validate decisions rather than gut feeling alone.

CORE SKILLS

PRODUCT & UX

End-to-End Product Design · UX/UI Design · Interaction Design · Information Architecture · User Research · Usability Testing · A/B Testing · Wireframing · Prototyping · Product Thinking · OKRs

DESIGN SYSTEMS

Scalable Multi-Platform Design Systems · Component Libraries · Design Tokens · Agile / Scrum · Cross-Functional Collaboration · Stakeholder Management · Conversion Optimisation

TOOLS & TECHNICAL

Figma · FigJam · HTML/CSS (Production-ready) · Webflow · Mixpanel · Notion · AI-Assisted Workflows · Lovable · Accessibility (WCAG 2.1)

EXPERIENCE

Deskbird

Oct 2021 — Oct 2025

Senior Product Designer · B2B SaaS · Workplace Management · Full Remote

- Built the design system from scratch, multi-platform (web and mobile), starting at MVP and still in use at Series B.
- Owned the full UX and UI for desk booking: research, wireframes, prototypes, testing, and final delivery.
- Shipped meeting room and parking booking features that **directly expanded adoption and revenue**.
- Worked in agile sprints alongside product managers and engineers, contributing to OKR planning and product decisions.
- Design was central to the company growing from early startup to Series B.

Design Systems

End-to-End UX

Series B

Agile

OKRs

Axis Worldwide

Jun 2021 — Oct 2021

Design Director · B2B SaaS · Business Intelligence · Full Remote

- Redesigned a B2B SaaS intelligence platform. Result: **60% fewer clicks across core workflows**.
- Came in as sole designer and defined the information architecture, interaction patterns, and full design language from zero.
- Ran usability testing and prototype sessions with analysts to find bottlenecks and improve how data was entered and read.

Design Systems

Information Architecture

Interaction Design

Zuper

Jun 2018 — Apr 2021

Senior UX/UI Designer · SaaS · FinTech · Payments · Full Remote

- Led research and interaction design work on the sign-up funnel. Conversion went up **32%**.
- Added micro-interactions and motion to reduce perceived wait times in complex payment flows. User satisfaction improved noticeably.
- Designed and built the full marketing website in Webflow, working solo.
- Used A/B testing throughout to back up design decisions with actual data.

Conversion Optimisation

A/B Testing

Webflow

Motion Design

Custom Project (Consulting)

Aug 2016 — Aug 2018

Senior UX/UI Designer · SaaS · Enterprise Consulting

- Worked with enterprise clients including **DHL, Microsoft Portugal**, and Web Summit 2017 on SaaS platforms, websites, and landing pages.
- Projects ranged from full product design to campaign-specific work, mostly focused on scalable UI and solid user experience.

Globaleda

Jan 2014 — Sep 2016

Senior UX/UI Designer · SaaS · Government Platforms

- Only designer on a team building large-scale government platforms, including the official legislation and public tender portal and a citizen self-service tool.

Novabase

2007 — 2014

Senior UX/UI Designer · B2B SaaS · Enterprise Consulting

- Part of a 20+ designer team at one of Portugal's largest consulting firms. Worked on B2B platforms for **Mercedes and BMW**.

Earlier Roles — Globaleda, Transit (Barcelona), Jornal Diário, Virtual Azores

1999 — 2007

UI Designer · Web Designer · Internship

- Early career roles across web design, multimedia, and local government clients. Includes an internship at Transit agency in Barcelona.

EDUCATION & LANGUAGES

Design — Instituto de Ciências e Letras

Web Design Internship — Transit Agency, Barcelona

Portuguese — Native

English — Fluent

Spanish — Conversational