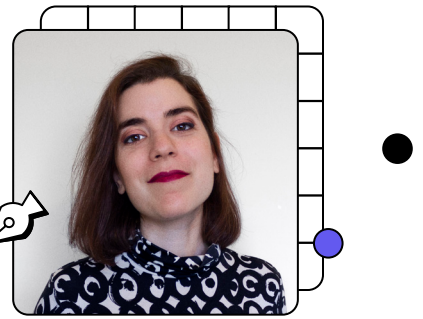


Jessica Félix Teixeira

SENIOR VISUAL DESIGNER

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[Website ↗](#) [Dribbble ↗](#) [Linkedin ↗](#)



I'm a Porto-based visual designer with over 10 years of experience working in creative agencies and software companies. Throughout my career, I have specialized in graphic design, creative direction, user interface design, user research, and marketing, always striving to create visually compelling, user-centered experiences across various media.

Experience

• DECEMBER 2018 – MAY 2024

Creative Director and Visual Designer

ebankIT Omnichannel Innovation
Porto, Portugal

- Conceptualized, planned, and designed visuals for a diverse array of online and physical marketing materials, ensuring alignment with the marketing department's objectives.
- Led the redesign of the company website, resulting in a 60% increase in user engagement post-launch.
- Managed and mentored a team of graphic and motion designers, coordinating daily operations and facilitating communication with key stakeholders including social media managers and copywriters.

• OCTOBER 2016 – JUNE 2018

Visual Designer

Visual Kitchen Agency
Porto, Portugal

- Designed visuals for diverse projects, ranging from political and governmental campaigns to art museums, restaurants, and shopping centers. This work encompassed branding, editorial design, web design, social media content, and set design.
- Led illustration-focused projects, including a live illustration session.

• NOVEMBER 2013 – JANUARY 2016

UI/UX and Creative Director

Strongstep
Porto, Portugal

- Researched and designed Scraim, a project management platform available on web and Android mobile channels.
- Ideated, planned, and implemented the branding and marketing strategy for both the Scraim product and Strongstep company.

Key Skills

Proficient in the following tools and methodologies.

TECHNICAL

- Adobe creative suite
- Figma
- Blender
- Unity
- HTML/CSS
- Javascript
- C#
- Python

DESIGN

- User experience
- User testing
- Webdesign
- Branding
- Illustration
- Photography

SOFT

- Creativity
- Project management
- Leadership
- Learning ability
- Communication
- Collaboration

Publications

"Bridging Emotional Design with Mobile Technology: Towards the Needs of Dementia Informal Caregivers" ↗

HCist – International Conference on Health and Social Care Information Systems and Technologies
November, 2024

This research investigates the challenges faced by informal caregivers of people living with dementia in Portugal. It examines how the integration of Emotional Design with Mobile Digital Health Technology can offer practical, personalized support to caregivers, enhancing their experience and well-being.

"Retratos da Memória" ↗

CONTRAST III – Alteridade, Ausência e Origem
November, 2024

A photographic essay exploring the theme of dementia, featured in the collective exhibition CONTRAST III, along with a printed publication and online presence.

Awards & Recognitions

Afortunado Wine Label Contest Finalist ↗

Showusyourtype
July 2018

Designed a custom typography wine label for Afortunado, selected as one of the top 20 finalists and featured in a collective exhibition in Barcelona.

Honorable Mention for "A minha vida dava uma sardinha" ↗

Festas de Lisboa
June 2015

Collaborated on a stop-motion animation short celebrating the sardine, a key symbol of Portuguese popular holidays, earning an honorable mention.

1st Prize for "Martelinhos de São João" ↗

Fundação da Juventude
June 2014

Collaborated on a short video celebrating the hammer, a central symbol of Porto's "São João" holiday, winning 1st prize.

**References available upon request*

Education

Master degree in Multimedia – Interactive Technologies and Digital Games

Faculty of Engineering of the University of Porto

Grade: 18/20

Thesis: *"Bridging Emotional Design with Mobile Technology: Towards the needs of dementia informal caregivers"* presented at HCIST 2024

Porto, Portugal
July 2024

Bachelor degree in Communication Design

Faculty of Fine Arts of the University of Porto

Porto, Portugal
July 2013

Languages

Portuguese: C2

English: C1