

Ivo Pires

PRODUCT DESIGNER

Hey, I'm Ivo. A Designer based in London, where I have been helping start-ups, agencies and large enterprises alike create brands, products and experiences for the past fifteen years.

Every project requires a different set of tools that's why I believe good design is about integrating design thinking principles with business, market, and user insights to deliver innovative, empathetic and meaningful solutions.

EDUCATION

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BTS (Brevet Technicien Supérieur)
Product Design
Leonard de Vinci - Lyon - France
2004 - 2006
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A Levels
Design and Applied Arts
Leonard de Vinci - Antibes - France
2001 - 2004

SOFTWARE

Photoshop • Illustrator • Indesign • Premiere • After Effects • Figma • Sketch • Adobe XD • Zeplin • InVision • Keynote • Midjourney • Firefly


LANGUAGES


English • French • Portuguese • Spanish

CONTACT

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07 554 994 365
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naquala.art@gmail.com
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linkedin.com/in/ivopires
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ivopires.com

WORK EXPERIENCE



EQL

Phio | Head of Design

March 2019 - April 2023

Hired by an innovative Healthtech startup as Head of Design to create a digital solution that elevates MSK treatment by increasing positive patient outcomes and their chance at a full recovery. The product focuses on key aspects of MSK recovery: 1) Assessing the MSK condition as quickly and accurately as possible (Phio Access) and 2) providing a tailored and guided rehabilitation programme (Phio Engage).



Cheil

Samsung | Design Lead

October 2018 - February 2019

Design Lead in a task force focusing on improving on-site conversion for Samsung's wearable line and particularly the Samsung Galaxy Watch product.



EY Seren

Ernst & Young | Principal UX/UI Designer

September 2018

Principal UX (Research / Architecture) and UI Designer for a "Personal Capital Investment" platform (Fintec Platform) for Ernst & Young (EY) in partnership with Canada Life Insurance.

O2 | Senior CX/UX/UI Designer

June 2018 - August 2018

Senior CX, UX and UI Designer, agency and client-side. I was part of the team hired to lead the research and define the new brand strategy for O2's brand transformation.

Vodafone | Principal UX/UI Designer

February 2018 - May 2018

Principal UI/UX Designer, client-side at Vodafone for Vodafone's IoT website's conversion rate optimisation (CRO).



AIA Worldwide (now Radancy)

British American Tobacco | Art Director / Designer

January 2018

Art Director on a Marketing and Hiring campaign for British American Tobacco.



WME IMG (now Endeavour)

Wimbledon | Art Director / Designer

June 2017 - July 2017

Commissioned by WME IMG to create and produce a visual narrative around Wimbledon's tradition and heritage through a series of 26 posters depicting key moments of this century-old institution.