

# 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 that successful design involves integrating design thinking principles with a deep understanding of business, market trends, and user insights. By combining these elements, I strive to deliver innovative, empathetic, and meaningful solutions for every project.

## EDUCATION

### BTS (Brevet Technicien Supérieur) Product Design

Leonard de Vinci - Lyon - France  
2004 - 2006

### 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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 ivopires.com

## WORK EXPERIENCE



### EQL.

#### Phio | Head of Design

March 2019 - April 2023

As Head of Design for an innovative Healthtech startup, my mission was to create a digital solution that transforms MSK treatment, increasing positive patient outcomes and facilitating full recovery. Our product focuses on two key aspects of MSK recovery: swift and accurate MSK condition assessment (Phio Access) and a personalised guided rehabilitation program (Phio Engage).



### Cheil

#### Samsung | Design Lead

October 2018 - February 2019

Design Lead in a task force dedicated to enhancing on-site conversion for Samsung's wearable line, with a specific focus on the Samsung Galaxy Watch product.



### EY Seren

#### Ernst & Young | Principal UX/UI Designer

September 2018

I served as the Principal UX and UI Designer for a Fintech platform focused on personal capital investment. This platform was developed in partnership with Ernst & Young (EY) and Canada Life Insurance.

#### O2 | Senior CX/UX/UI Designer

June 2018 - August 2018

As a Senior CX, UX, and UI Designer, agency and client-side, I played a key role in leading the research and defining the new brand strategy for O2's brand transformation.

#### Vodafone | Principal UX/UI Designer

February 2018 - May 2018

As Principal UI/UX Designer, client-side at Vodafone, I led the efforts for conversion rate optimisation (CRO) on Vodafone's IoT website.



### 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 a visual narrative of Wimbledon's tradition and heritage. This involved designing a series of 26 posters that captured significant moments from this institution's century-old history.