



Hi! I'm **Samuel Couto**,
A forever curious digital product
designer with 10+ years of experience.

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Experience

EF Education First - class.ef.com

- (Team Lead) Senior Product Designer, Mar 2019 – May 2020

Working closely with the product team and developers to shape product strategy, solve problems and create ideas to enrich the classroom experience for teachers and students. Leading a design team to help craft delightful and functional user experiences for people, quick prototyping and leading user testing sessions to validate and iterate on ideas. Making use of animation offering the opportunity to surprise, engage and delight users.

- Product Designer, Jan 2014 – Feb 2019

Paired with internal Academics team to gather requirements to create a course authoring platform with various engaging activities for English learning; Gathered requirements, proposed and executed on research plans, designed and paired with developers to build a web app version of our iPad application in four months; Shaped product strategy and implemented a more agile product development process from research through delivery and testing.

Freelancer - samuelcouto.com

Product Designer, Jan 2012 – Currently

From Design consulting to UX/UI and Development, I'm building cross-platform websites, web and iOS apps. Focusing on Visual design, I'm working remotely and directly with various teams and start-ups – bringing rough ideas to life with a strong design thinking mentality.

Sonae - sonae.pt

UI Designer, Mar 2012 – Sep 2013

I worked directly with various brands in retail, helping cultivate the brand direction and consistent visual communication throughout the web and I helped build highly customer focused web campaigns distributed nation wide.

Toogas - toogas.pt

UI Designer & Developer, Oct 2010 – Mar 2012

As the only designer in a team of three, I had the chance to design and build websites mainly focused on e-commerce. Heavy research and dedication went through to finding my way from start to finish of a project.

Education

Escola Superior de Artes e Design

Porto, Portugal, 2007 – 2010
Digital Arts and Multimedia

Escola Secundária Garcia de Orta

Porto, Portugal, 2004 – 2007
Visual Arts

Other

Tools

Pen & Paper, Sketch app, Figma, Invision, Marvel, Principle, Photoshop, After Effects and many others

Languages

Portuguese (native), English (fluent) and Spanish (basic)

I love

Photography, running, learning how to play the piano and being told that every other guy on TV looks 'just like me' by my mom.

WWW
samuelcouto.com


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