

# Fred Aragão

User Experience & Interaction  
Designer with 10+ years' experience

## ABOUT ME

I have **10+ years' experience** across a range of design fields, from **User Experience** to **Graphic Design** and **Branding**.

I've been fortunate enough to work with leading brands across a range of market sectors, helping shape their digital experience.

Previous clients include **Manulife**, **Vodafone** and **Imperial College London**.

I also have a keen interest in **Startups**, **Entrepreneurship** and **Technology**.

I'm a Co-Founder for Strkr, a **social platform for bringing together amateur soccer players** in the UK (check <https://goo.gl/pRDCLo> for more details).

I enjoy **sharing my thoughts with the wider UX community**. I've been a panelist at the Apple Store IFC and Commonwealth Bank Innovation Lab, Hong Kong. I've also been involved with **Startup Weekend**, both as participant and as **UX Mentor**.

## LANGUAGES

**English** Fluent (lived in the UK for 14 years)

**Portuguese** Fluent (native)

**Spanish** Intermediate

**Cantonese** Beginner level - Currently learning

## GET IN TOUCH

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**UK:** +44 773 4526 138

## EXPERIENCE

### UX LEAD

HeathWallace, Hong Kong | April 2016 - April 2017

Managing a team of 7 UXers, overseeing the UX direction in a range of projects within the Financial Services sector.

Lead the UX direction for an insurance reward program App, **winning 2 awards for Best App in the Finance Sector and Best User Experience**.

### LEAD UX DESIGNER

Vodafone, UK | January 2014 - April 2016

Worked on a range of projects within the Vodafone portfolio. Involved in multiple parts of the project, from research, prototyping to designing UI components.

Projects include **My Vodafone App (100K+ downloads)**, **Vodafone Broadband**, **My Vodafone Portal** and **Vodafone Trade In**.

### SENIOR DESIGNER

Serious Ideas, UK | July 2013 - December 2013

Worked with both print and digital projects, including brand positioning and digital campaigns.

Clients include **Network Rail**, **Imperial College** and **Vanguard Asset Management**.

### HEAD OF USER EXPERIENCE

TaxCalc, UK | May 2012 - June 2013

Managing a team of 3 UXers, was in charge of conceptualising TaxCalc's new App and creating its UX guidelines to ensure its scalability.

**The re-design helped users to work more efficiently and helped the business revenue by increasing opportunities of up-selling.**

### AND PREVIOUSLY (2005-2012)

Design Manager @ TaxCalc

Designer @ TaxCalc

Designer @ Matthew & Pritchard

Designer @ Capital Radio

## EDUCATION AWARDS

### MOB-EX AWARDS 2017

Manulife MOVE, Hong Kong

**Manulife MOVE** received 2 Silver awards, **Best App in the Finance Sector** and **Best User Experience**.

### RSA DESIGN AWARDS

Royal Society of Arts, UK

I received an award for Best Project in its Category by the **Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA)**.

### FRONT-END WEB DEVELOPMENT

General Assembly, UK

January 2014 - April 2014

### B.A. HONS GRAPHIC DESIGN

University College for the Creative Arts, UK

September 2003 - June 2006

### FOUNDATION IN ART & DESIGN

University College for the Creative Arts, UK

September 2002 - June 2003

### INTERNATIONAL BACCALAUREATE

British School of Rio de Janeiro, Brazil

January 1999 - December 2001