

Diogo Terra Nova

UX / UI Designer · Front-End Developer

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UX/UI Designer and Front-End Developer with 9+ years of experience delivering scalable digital products in the financial sector. Expert at aligning design vision with engineering constraints to create high-performance, user-centered applications. Proven track record of resolving complex usability bottlenecks across mobile and web based applications for large-scale financial projects.

Work Experience

10/2018 - 06/2026 **UX / UI Designer & Front-End Developer**

SoftFinança, S.A

Key projects:

ATM Applications & Backoffices

- Designed UX/UI and developed the front-end for ATM applications used by 600+ ATMs across multiple banks
- Improved usability in critical financial flows, supporting both customer-facing and operational interfaces
- Designed backoffice solutions for bank staff and technicians, enhancing operational efficiency
- Delivered solutions within regulated environments, including integrations with legacy systems across Portugal and African markets

Financial Card Platform

- Contributed to UX/UI and front end of a B2C financial platform (800k+ users)
- Improved payment flows, reducing friction in key user journeys
- Enhanced mobile usability, ensuring responsive and consistent experience

Multi-entity Online Store

- Designed and developed a national multi-entity e-commerce platform (300+ pharmacies, +500 orders in the first year)
- Defined UX from scratch, including simplified checkout and navigation to streamline user journeys
- Designed backoffice UX supporting multi-store logic, permissions, and scalability

10/2017 - 10/2018 **Web Designer Consultant**

Aubay Portugal

Worked as a Web Design Consultant for SoftFinança, supporting the visual conception and prototyping of new digital products for the financial sector. Collaborated closely with internal teams on interface design, visual identity, and presentation materials, ensuring visual consistency, clear communication, and alignment with business objectives.

07/2017 - 09/2017 **Web Marketing Internship**

Goodlife! / Clube Fashion

Education

2013 - 2016

Bachelor's Degree in Audiovisual and Multimedia
ESCS, School of Communication and Media Studies

Certificates

2026 - Present

AI Engineer Academy
Rumos

2022 - 2023

Specialized UX/UI Design Course
FLAG, Rumos

2017 - 2018

3D Animation and Visual Effects Course
Lisbon School of Design

05/2023

Advanced React | React Basics
Issued by Meta through Coursera

04/2019

Exam 480: Programming in HTML5 with JavaScript and CSS3
Issued by Microsoft

Technical Skills

UX/UI Design / Graphic Design
Figma, Adobe Illustrator, Adobe Photoshop, Miro, Microsoft Office / Google Scripts

Motion Design
Adobe After Effects, Blender, Autodesk Maya

Front-End Development
HTML, CSS, JS, TypeScript, React, Angular, .NET (Razor Pages)
Telerik & Kendo UI, Tailwind, SCSS (Sass), SEO
WordPress, DNN, Umbraco, Supabase, Git

Mobile Development
Ionic, Capacitor, PWA, Xcode, Android Studio

Languages

Portuguese
Native (C2)

English
Fluent (C1)