



ANTONIO REGO

UX / UI LEAD DESIGNER

I am a UX/UI designer and creative who is passionate about bringing ideas to life through research, critical analysis and high fidelity prototypes. Always with a human-centric approach!

Overview

I have developed extensive expertise over the years with a broad range of clients across industries and sectors. My skill set encompasses UX/UI design, research, film production and more.

Portfolio

antoniomr.com
vimeo.com/antoniorego

Main Softwares

	Adobe Experience
	Figma
	Photoshop
	Illustrator
	After Effects
	Premiere Pro
	Indesign
	Invision
	Zeplin

Qualifications

- 2013 – Goldsmiths University of London
Masters Degree in Digital Entrepreneurship
London, UK
- 2007 – 2008 SENAC
Web design
Rio de Janeiro, Brazil
- 2007 – Univercidade
Bachelor's degree in Advertising & Communications
Rio de Janeiro, Brazil
- 2000 – 2003 TEPEM (UNIRIO)
Music Academy
Rio de Janeiro, Brazil
- 2000 – 2003 Andrews School
Rio de Janeiro, Brazil

Other stuff I'm keen on

Football	Music
Squash	Sushi
Chess	Tennis

hiber - UX/UI Lead (2021)

At hiber I bring the company's vision to life through UX/UI. My approach consists in scoping projects by identifying the main pain points, mapping out journeys, conducting user research, usability testing and prototyping in order to validate ideas. I've worked on a number of projects since joining the company which helped improve the App's experience. Some of these include a more objective and seamless onboarding journey for new users and a new strategy to the e-commerce platform. Always with the user in mind, I have conducted over 30 interviews in London, Liverpool and Leeds to validate hypothesis that were translated into practical solutions to the end user.

PowWowNow - Head of Design and Creative (2016 - 2021)

Since joining in January 2016, I have had a pivotal role in driving the digital transformation of this leading telecommunications company, whilst being responsible for the management, team morale and productivity of the department. I have established creative processes and quality control assurance with central focus on supporting CPD within the team.

I have managed a number of in-house and external contractors, built a creative studio within the Marketing team, who is producing relevant and meaningful work across different channels. I have been responsible for all in-house video productions from inception to completion; I shot, directed and edited over 30 video projects - including Online Ads, Event Coverage, PR campaigns, Testimonials, Sketches and Tutorials. As a multidisciplinary designer and creative, my passion centres upon producing great content always, with a growth mindset all around. In 2019 I won the Global PGI Medallion Award, which recognises outstanding employees around the world.

E.ON via LBI (2015)

I was an integral part of E.ONs campaign's 'We're on it' designing across digital platforms. Responsibilities included client relationship management, pitching concepts and executing. Those included digital ads, website, CRM and animations.

Lloyds Bank, Vodafone, HR Development Fund Via Seren (2015)

Initially hired to work for Lloyds Bank, my contract was extended to different clients within the agency. During this period I worked on projects for Vodafone and HRD Fund.

Grey Healthcare group (2015)

As a freelancer I worked on multiple projects for Bayer. Responsibilities included deliver compelling, pixel perfect artwork assets across all channels for different products and categories.

Rubicon via Pulse Group Agency (2014)

I was integral part of Rubicon's campaign #readytomango. Responsibilities included concept and execution of various artworks including social media posts, digital ads, website, animations and print material.

The FA - Football Association (2014)

I produced a series of animations and online ads to promote England's new football shirt sales during 2014 world cup. During the process I was also involved in other conceptual artworks.

Digital Interativa (2007-2014)

I started Digital Interativa in Brazil initially as a web development studio which happened to acquire some famous singers and musicians in the country as clients... From conception through to production managing a small team.

Blossom Hill via Pulse Group Agency (2015)

I was involved in the design production of 'The Wonderful World of Blossom Hill' campaign. Part of the design team, I had to multi-task in a dynamic, deadline-driven agency environment. This led to some great work across online and print.

Virgo Healthcare (2015)

I started working for the agency on Novartis' project, designing and managing creative deliverables for successful campaigns. Subsequently I worked on other clients such as Astra Zeneca and Celgene, producing a magazine cover and other print materials.

Digicel via Rosetta (2014-2015)

I was hired to create high fidelity prototypes for TV provider Digicel. The project consisted of creating interactive programming guides, showcasing all broadcast channels, providing users with a comprehensive, easy-to-use interface. Also responsible for pitches and conceptual artwork.

Nike via Office (2014)

This project was aimed to create interactive 3D animations to promote their latest line of high-end trainers in the UK market. Objectives included increasing conversion rate through interactivity.

Royal Mail via BETA (2014)

Offering creative support to the CRM team at BETA to promote Royal Mail's World War I commemorative stamps, I worked on mail marketing campaigns bringing creative input and execution of all artwork produced for this campaign.

Itsu via Digital Interativa (2012)

From conception to execution, I created a new online brand identity for this high growth restaurant chain.

Agencies

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