

Hello!

I am Sofia Ferreira

📍 Porto, Portugal

I'm a UX/UI and Communication Designer with more than eight years of experience working across digital products, brand design, and communication. My work usually sits between strategy and execution, focusing on making visual systems clear, consistent, and usable across different teams and contexts.

At Efacec Electric Mobility, I work in a role that combines UX/UI design with communication design. On the product side, I design mobile, web, and HMI interfaces, starting from user flows and wireframes and moving through prototyping, testing, and iteration. At the same time, I work on internal and external communication, designing materials that support marketing activities, product launches, and everyday communication across the company.

I am also involved in planning and designing the visual image of events within the electric mobility sector. This work usually begins with defining a visual direction and continues through the design of communication materials and on site assets, making sure the brand translates clearly into physical spaces. These projects involve close collaboration with internal teams and external partners and often require working under tight deadlines. Alongside hands on design work, I contribute to defining and maintaining visual guidelines and design systems. I support teams in applying the brand consistently while keeping processes practical and flexible. I regularly review work, give design feedback, and help align priorities to keep projects moving forward.

I'm comfortable working independently and as part of multidisciplinary teams. I value clear communication, practical design decisions, and solutions that work in real conditions, not just in theory.

Thank you for your time and consideration. I would be happy to discuss my experience in more detail.

Best regards,

Sofia Ferreira

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🌐 <https://anasofia-portfolio.webflow.io/>