

Joao Teixeira

Senior Visual & Web Designer

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PROFILE

Senior visual and web designer with 15+ years of experience spanning digital products, websites, brand systems and marketing communication. I work from early concept and information architecture through interface design, visual direction and production. My background combines product-led digital work with five years at IKEA delivering communication across physical and digital environments.

EXPERIENCE

Senior Web & UI/UX Designer

Prismatico - Porto, Portugal | Jan 2025 - Present

- Design websites for clients from initial concept through final delivery, aligning each project with its business goals.
- Create visual identities and design systems, working directly with clients and development teams.

Head of UI/UX, Marketing & Web Design

MultichainZ - Remote | Jan 2022 - Dec 2024

- Led the visual identity and its consistent application across the marketing site, lending platform, mobile app and social channels.
- Designed and maintained the website and mobile product interface, translating complex financial workflows into clear user journeys.
- Created campaign artwork and digital communication assets while coordinating priorities across product and marketing.

Graphic & Communication Designer

Freelance - Porto, Portugal | Aug 2020 - Dec 2021

- Created brand identities for local businesses, including logos, visual systems and practical usage guidelines.
- Designed and launched websites from concept through publication, alongside rebranding and marketing communication projects.

Graphic Designer - Communication & Interiors

IKEA - Matosinhos, Portugal | Aug 2015 - Aug 2020

- Produced online and offline campaign materials including posters, brochures, signage, displays and point-of-sale communication.
- Planned and delivered large-format facade banners, billboards and outdoor media for local, national and international campaigns.
- Adapted global brand campaigns for the Portuguese market while maintaining IKEA visual identity standards.
- Managed artwork, prepress, proofing and external production suppliers from briefing through installation.
- Led internal communication and visual updates across store environments, including signage and room concepts.

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EXPERIENCE CONTINUED

Marketing & Digital Communication

IKEA - Matosinhos, Portugal | Jan 2014 - Jul 2015

- Planned and delivered marketing campaigns from briefing through production across print, presentation and outdoor formats.
- Maintained local website content and supported marketing events and in-store activations.

Sales Co-worker

IKEA - Matosinhos, Portugal | Jul 2009 - Jan 2014

- Supported customers and maintained showroom presentation to IKEA visual standards before progressing internally into marketing.
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CORE SKILLS

Product & web design

UX/UI design, responsive web design, information architecture, design systems, prototyping and developer handoff

Visual identity & communication

Brand systems, art direction, campaign design, typography, layout, social content, print, signage and large-format production

Production

Artwork, prepress, proofing, supplier coordination and end-to-end delivery across digital and physical media

TOOLS

Figma, Adobe Creative Cloud, Framer, Rive, Webflow, HTML/CSS and Microsoft Office

EDUCATION

BA Communication Design

ESAD - 2009-2013

Professional Diploma, Graphic & Web Design

IPTA - 2005-2008

LANGUAGES

Portuguese - Native | English - Fluent | Spanish - Intermediate