

# Ricardo Lamego

UX / UXD / IA

CV

✉ lamego@gmail.com

☎ +353 (0)83 161 7540

in <http://linkedin.com/in/rlamego/>

📍 Dublin, Ireland

**EXPERIENCE** Total +20 years    User Experience >12    Information Architecture >12    Project Management >15

**JOB TYPE** ✓ Permanent ✓ Contract    **POSITION** A Management / Senior role    **MOBILITY** ✓ Travel ✓ Relocation

## PROFILE

I am a pro-active, entrepreneurial and experienced UX/Product Designer with a unique combined view due to artistic training and background complemented with years of professional technical work, fully capable of working on any role in the entire website lifecycle. I possess an excellent ability to identify, analyse and solve complex problems, with efficient, cost-effective, money saving solutions that meet the company's philosophy and quality standards.

## + TECHNICAL SKILLS

	Average	Good	Skilled
Information Architecture	○○○○○○○○○○○○		
Content Strategy	○○○○○○○○○○○○		
User Research & Analytics	○○○○○○○○○○○○		
Interaction Design	○○○○○○○○○○○○		
Visual Design	○○○○○○○○○○○○		
Front End Development	○○○○○○○○○○○○		
Design Strategy	○○○○○○○○○○○○		
Usability & Accessibility	○○○○○○○○○○○○		
Product Management	○○○○○○○○○○○○		

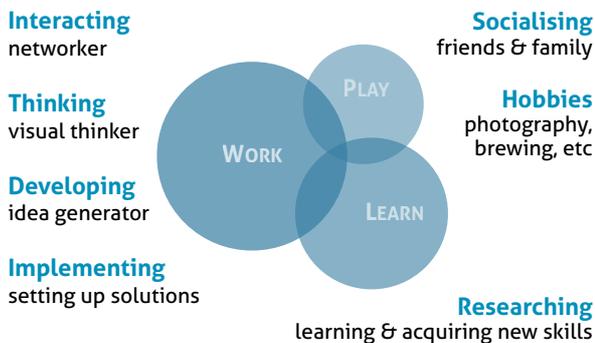
## + SOFT SKILLS

Problem Solving	○○○○○○○○○○○○
Organisation	○○○○○○○○○○○○
Communication	○○○○○○○○○○○○
Teamwork	○○○○○○○○○○○○

## + TOOLS PROFICIENCY

Omnigraffle	○○○○○○○○○○○○
Axure RP	○○○○○○○○○○○○
Adobe CS Suite	○○○○○○○○○○○○
Sketch	○○○○○○○○○○○○

## + WORK / PLAY BALANCE



## + INTERESTS



## + EMPLOYMENT

- ⊕ JUL'17 - Today **Director**  
**Ricardo Lamego Design**
- ⊕ JUN'16 - JUN'17 **Head of Product & Design**  
**Tenderscout**  
Responsible for product definition, vision, strategy and development.
- ⊕ MAY'15 - MAY'16 **Principal UX Architect**  
**Logentries/Rapid7**  
Responsible for the entire in-app UX, and Lead for the Search product following the acquisition of Logentries by Rapid7.
- ⊕ OCT'14 - MAY'15 **Information Architect / Design Lead**  
**Fidelity Investments**
- ⊕ FEB'13 - JUN'14 **Senior UX Manager**  
**Apiarian Learning**  
Main responsibilities were UX, UI, IA, CX, Web Design & Development.
- ⊕ JUL'11 - AUG'12 **Web Developer**  
**Jugnoo, Inc.**
- ⊕ MAY'11 - FEB'13 **Founder**  
**mblz.me**  
Studio devoted to mobile development (web & apps), website migration and integration.
- ⊕ 2002 - 2013 **Independent Consultant**  
Delivering services in UX, IA, ID, CX, Usability, Web Dev., Email & Social Media Marketing, Graphic and Web Design, and other.
- ⊕ 1999 - 2002 **Project Manager, Web Designer & Developer**  
**Cubo Mágico, lda.**
- ⊕ 1995 - 1999 **Co-Founder / Web & Product Dev. Manager**  
**Prodigio / Ideia Visual**

## + LANGUAGES

🇵🇹 PT    🇪🇸 EN    🇪🇸 ES    🇫🇷 FR

## EXPERIENCE

### DIRECTOR, RICARDO LAMEGO DESIGN — 2017-TODAY

In July 2017 I decided to resume my consultancy services. As a consultant, I can carefully curate my clients and projects to include industries/fields I want to know better, as well as broaden my experience in new areas and deepen my skills in subjects I had limited experience before. Working mostly with early stage startups helping them build better products through lean product validation frameworks and get to market by adopting a user centred approach of product development.

### HEAD OF PRODUCT & DESIGN, TENDERSCOUT — 2016-2017

I started working in Tenderscout in June 2016. Due to the small size of the team, my role is hybrid and spans multiple departments and responsibilities from which I highlight:

- Responsible for developing the product vision, strategy and roadmap as well as the tactical delivery of the solution
- Responsible for creating and implementing a digital marketing strategy, focused on brand building, recognition and growth
- Responsible for creating and delivering a new brand vision and strategy
- Performed product and UX oriented audits and research like competitive analysis, task analysis, heuristic analysis and market research among others
- Improving all areas of business with design processes and methodologies, providing thought leadership, facilitating development, communication, team building and improving overall performance by bringing focus to areas where there wasn't enough experience.

On Nov 30th, at the 21st eir Spider Awards, Tenderscout won Best Digital StartUp of the year and received The Grand Prix award, the highest accolade of The eir Spiders, for outstanding levels of achievement in the areas of technology, innovation, functionality & interactivity coupled with a world class user experience.

### PRINCIPAL UX ARCHITECT, LOGENTRIES / RAPID7 — 2015-2016

In May 2015 I began working as the Principal UX Architect for Logentries, an Irish startup leader in Log Management & Real-Time Analytics, where I lead a small team responsible for the entire in-app UX/UI and reporting directly to the VP of Product. I brought processes and methodologies that made Logentries a more user-centred organisation, and planned and executed on a large number of short to long term projects ranging from strategic to tactical to operational.

In October 2015, Logentries was acquired by Rapid7, a leading provider of security data and analytics solutions that enable organisations to implement an active, analytics-driven approach to cyber security, where I became UX Lead for the Search product.

Under this scope, I was responsible for:

- Evangelising UXD standards, providing thought-leadership and guidance within the team and company
- Championing user needs, making user-centred, data informed recommendations for improving the users' experience
- Developing and maintaining a deep understanding of our target audiences, their behaviours, needs and expectations
- Driving the inclusion of UX requirements into the product development process, the creation of cross-team tools and the collection of key metrics to support strategic and tactical recommendations of objectives and business goals
- Managing the product design process, concurrent multiple projects and activities, driving decisions, tracking issues, while providing guidance and direction to the team, and preserving product goals

### INFORMATION ARCHITECT / DESIGN LEAD, FIDELITY INVESTMENTS — 2014-2015

From October 2014 till April 2015, I have worked as an Information Architect / Design Lead (contract) for Fidelity Investments, one of the largest mutual fund and financial services groups in the world, in their Continental Europe Site Redesign project, which aimed primarily at establishing a consistent Fidelity Digital User Experience across all European websites, while preserving the unique qualities of each local business and market. Under this scope, I was responsible for, and supported the team in:

- Compiling and analysing all the data used for the pilot study, including website traffic and user behaviours, sitemaps, content inventory and assessment, CMS and tech audits, stakeholder interviews, developing personas and user scenarios, etc.

### SENIOR UX MANAGER, APIERIAN LEARNING — 2013-2014

From February 2013 till June 2014, I have worked as a Senior UX Manager for Apierian Learning, an Irish company based in Dublin. My main duties were IA, UX, UI, CX, Web Design and Development, managing contractors and reporting directly to the COO.

Planned, designed and developed a niche online eLearning courses website in 3 months (clevercourses.ie).

Under this scope, I was responsible for:

- Defining the product vision, translating business requirements and stakeholder requests into specifications, managing its design, development and deployment process, driving decisions, tracking issues, estimating resource needs and schedules
- Reviewing and creating wireframes, site maps, process flows, navigational flows, functional specifications, prototypes, sketches, storyboards, scenarios, user research and testing
- Conducting audience, user, and stakeholder interviews, competitive audits and participating user research, concept testing, usability testing, and market research.
- Conducting strategic workshops on topics including innovation, goal prioritisation, identity, message and content architecture

### WEB DEVELOPER, JUGNOO INC. — 2011-2012

From July 2011 to August 2012, I have worked as a full-time Consultant for Jugnoo, Inc, a Social CRM startup company based in Toronto, Canada. My main duties were planning, development and maintenance of all company's web properties reporting directly to the CTO, which included:

- Reviewing and redoing technical projects to minimise their cost and development time
- Collaborating within an agile environment on teams made up of product managers, engineers, data experts, and designers to deliver world-class experiences and reporting on the progress done by teams in 4 different countries across 3 continents.

### FOUNDER, MBLZ.ME — 2011-2013

In May 2011 I opened a small web studio, mblz.me (*mobilize me*), mainly devoted to mobile development, migration and integration in an effort to answer the growing volume of work I had in this area and to officialise a partnership with Pagelines, a SF based company, developer of the most advanced Wordpress Framework, of whom I was a recommended Professional partner. A month and a half later mblz.me led me to be contacted and offered a contract by Jugnoo, Inc, thus being placed in stand-by.

### INDEPENDENT CONSULTANT — 2002-TODAY

From October 2002 to present day, I have been working as a Consultant, delivering services in UX, Product Development, Web Development, Graphic and Web Design, QA and Software Translation among others, for several clients based mainly in Europe and North America. Main areas of work include UX, UI, Content Management & Strategy, Information Architecture, Web Marketing, Advertising, SEO, SEM, Social Networking, e-Commerce, Responsive Web Design, Mobile UX & UI.

### WEB DESIGNER/DEV., GRAPHIC DESIGNER & PROJECT MANAGER, CUBO MÁGICO LDA — 1999-2002

From 1999 to 2002, I worked at Cubo Mágico, LDA., as a Web Designer/Developer, Graphic Designer, and Project Manager in a multidisciplinary team who launched, managed and maintained a 19 website network in services, information and entertainment. <http://web.archive.org/web/20031122062146/http://rede.aeiou.pt/>

### FOUNDER + WEB & PRODUCT DEVELOPMENT MANAGER, PRODIGIO + IDEIA VISUAL — 1995-1999

Internet Start-Up's pioneer in Portugal, as a co-founder of Prodigio – Produções Digitais Online (a company later on purchased by the Sonae Group) and of Ideia Visual – Comunicação e Design Interactivos, Lda., a company later on integrated into Esoterica – Novas Tecnologias de Informação, S.A., the first private ISP to operate in Portugal, where I held the position of Web & Product Development Manager from 1997 to 1999.

## EDUCATION

ESAD - Escola Superior de Artes e Design (Higher School of Fine Arts and Design) — 3rd Year Attendance, 1993 - 1996

## OTHER EXPERIENCE

### VOLUNTEER IN INTERNATIONAL HOSPITALITY NETWORKS, COUCHSURFING.ORG — 2004-2011

Hospitality exchange networks aim at making the world a better place by promoting tolerance, cultural interchange and personal development values, enabling a new way of traveling, bringing travellers closer to the places they visit, as well as their culture, habits, language and above all their people.

In the specific scope of CouchSurfing.com, the world's largest web-based non-profit International Hospitality Exchange Organisation, I have performed the role of City Ambassador since the end of 2006 and became one of the 1,600 volunteers who manage 2,5 million members and did, among others, translating, group managing, event organisation and new members welcome.

## SKILLS

### LANGUAGES

Mother tongue: **Portuguese**

Proficient: **English** (C2)

Intermediate: **Spanish** (B1)

**French** (B1)

- Logical and creative, able to make critical decisions that meet the company's philosophy and quality standards.
- Excellent ability to identify, analyse and solve complex problems, with efficient, cost-effective, money saving solutions.
- Pro-active, entrepreneurial, and quick learner of new areas of knowledge;
- Strong team player, comfortable with leadership responsibilities. Remarkable capacity to develop independent or team work. Solid experience in project and team management. Capable of efficient allocation of resources, maximising team productivity;
- Proficient in managing and planning multiple simultaneous projects and working well under pressure.
- Excellent communication skills and adaptation to new work environments, work types and multicultural environments.

## ADDITIONAL INFORMATION

Deep interest in language learning. Currently learning Greek and Arabic.

Amateur photographer since my teenage years.

Amateur herpetologist and novice (beer) brewer.