

1 - Bridging Digital & Physical Healthcare

Role: UX/UI Designer (External collaborator → Lead Designer, Germany)
Platform: Mobile App, Web, Backend Admin System
Timeline: 3 years total (2 years as contributor, 1 year as sole designer for Germany)
Team: Cross-functional collaboration with product owners, developers, marketing, and the Swedish design team

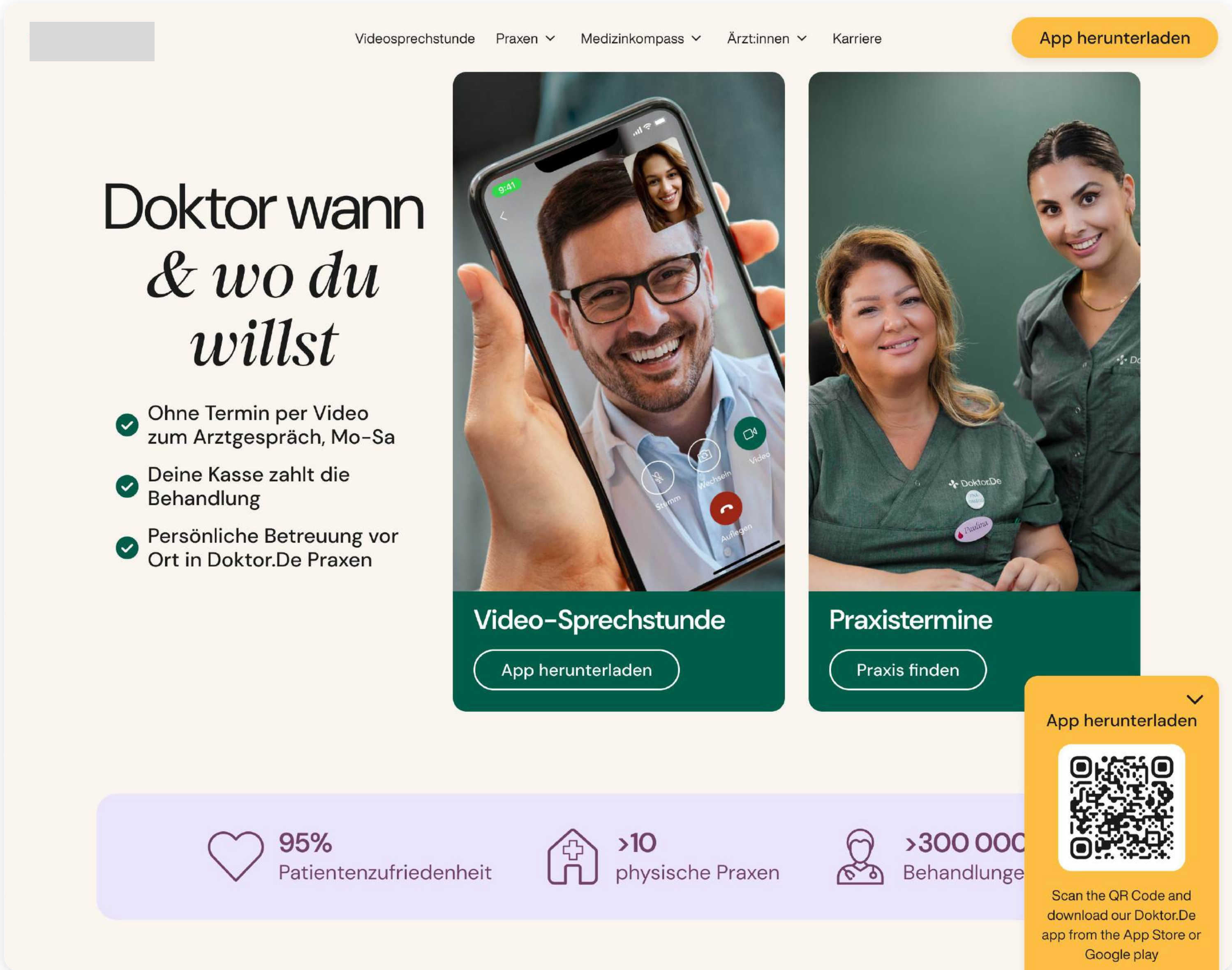
Project Overview

The client is a digital health company offering video consultations via app as well as in-person care through owned and partner clinics across Germany. My role evolved over three years — initially as a contributor on the internal design team, and later as the sole designer for the German branch.

I worked across:

- The mobile app (iOS & Android)
- Several marketing and service websites
- An internal backend system for doctors and administrators

This included everything from UX flows and UI components to cross-team coordination and design system development.



The Challenge

My work spanned multiple products and goals. The key challenges were:

1. App: Future merging of Digital and Physical Care

As the company expands into in-person clinics, we need to:

- Integrate new hybrid care features (e.g., chat with your doctor, medical records sharing, clinic enrollment)
- Create value that would motivate digital users to register with a physical practice
- Design around complex regulatory and technical constraints

2. Web: New Business Line – Prescriptions Without Video

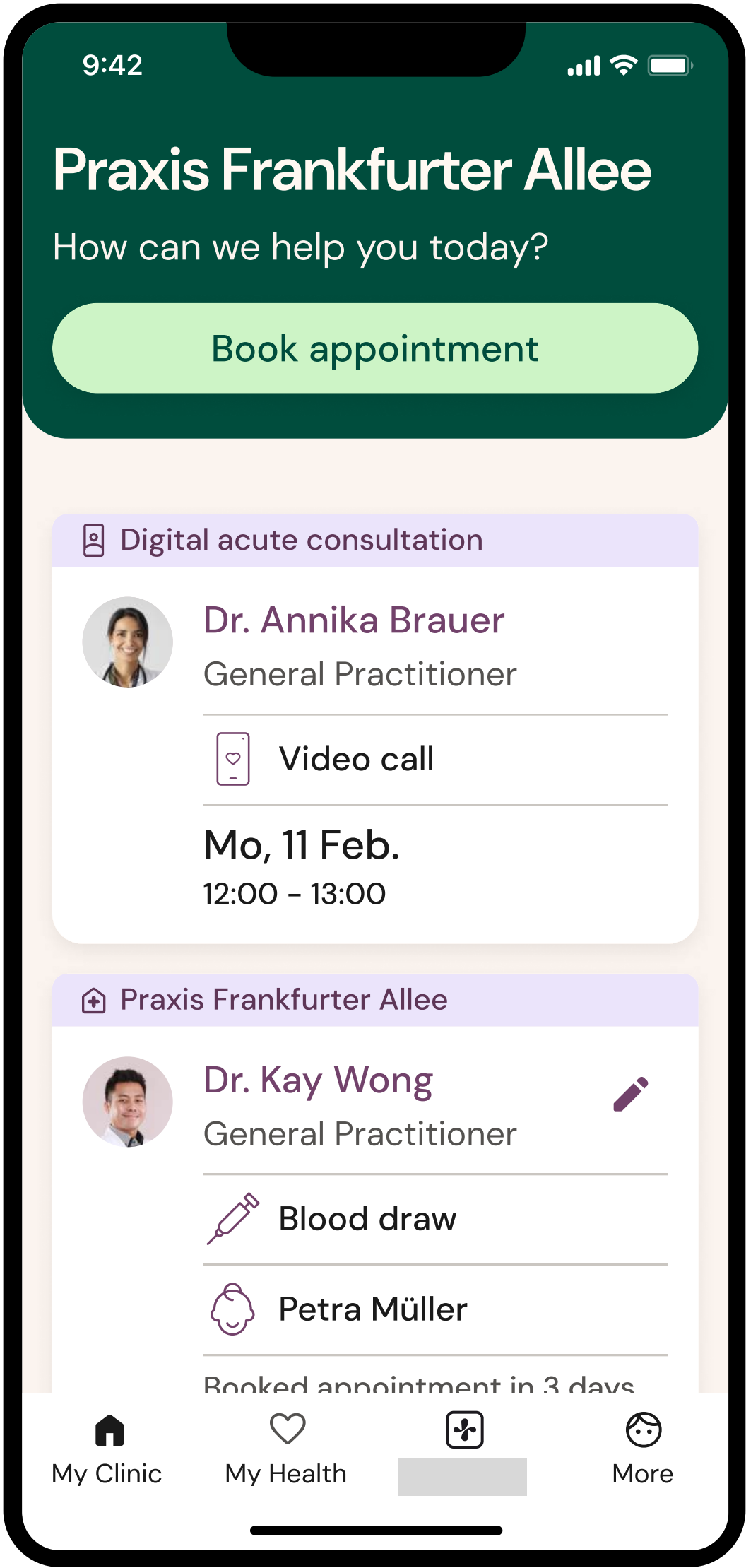
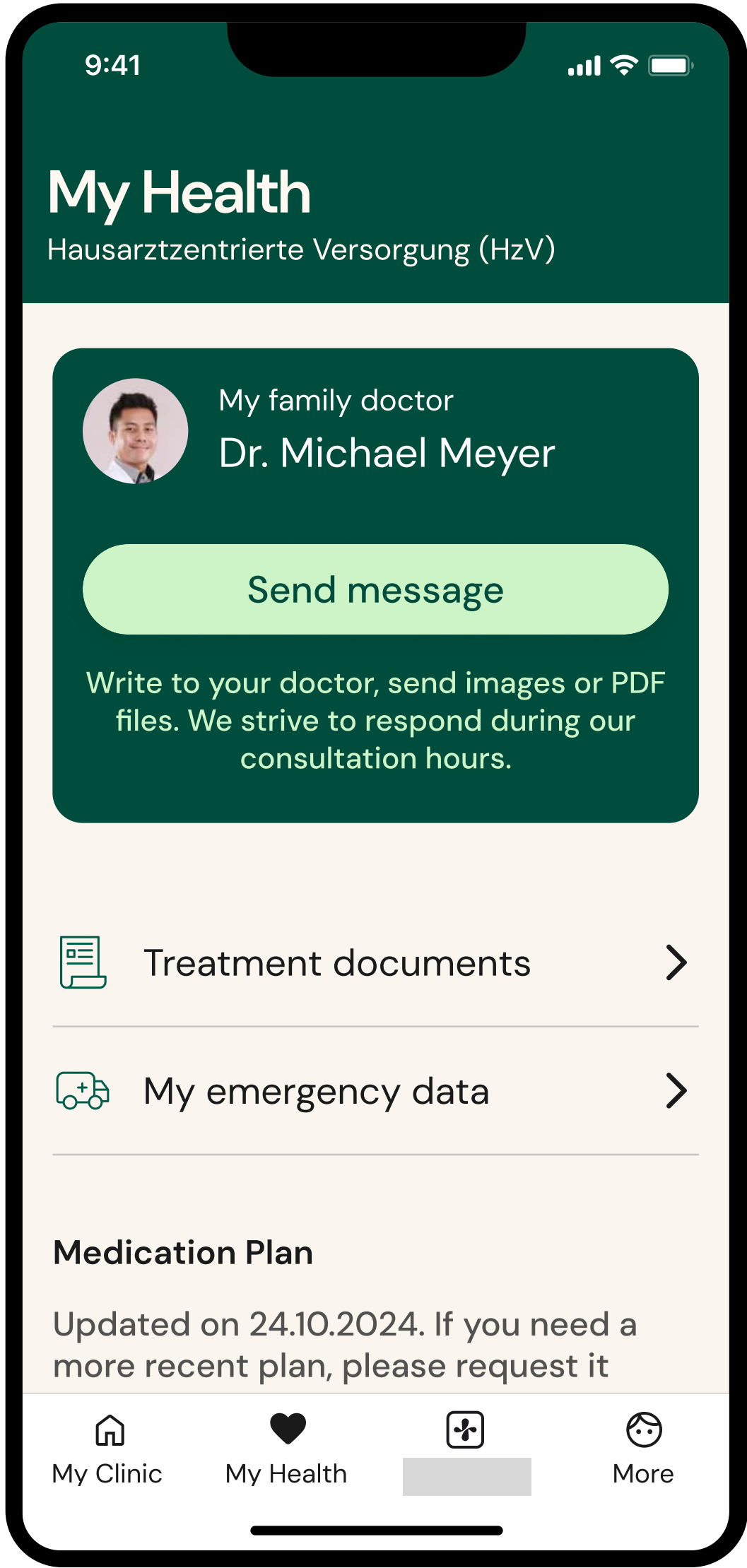
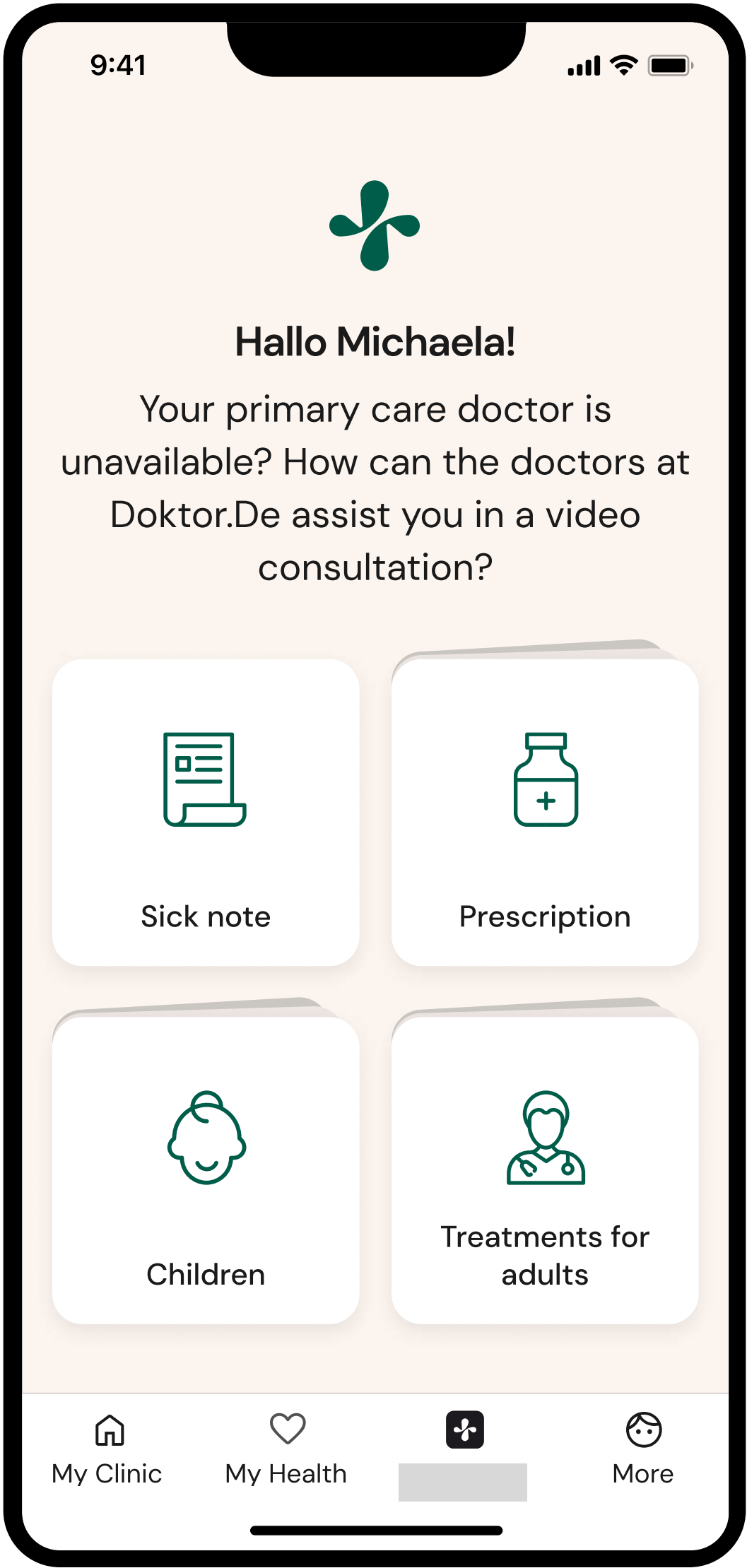
A new service was launched to allow users to get prescriptions by answering a quick online quiz (no video call required) for simple conditions (e.g., allergies, UTIs, birth control).

Main challenge:

- Design a fast and frictionless user flow where speed was the top priority for users.
- Clearly communicate trust, safety, and ease of use despite the simplified medical process.

3. Web: Recruiting and Clinics Directory

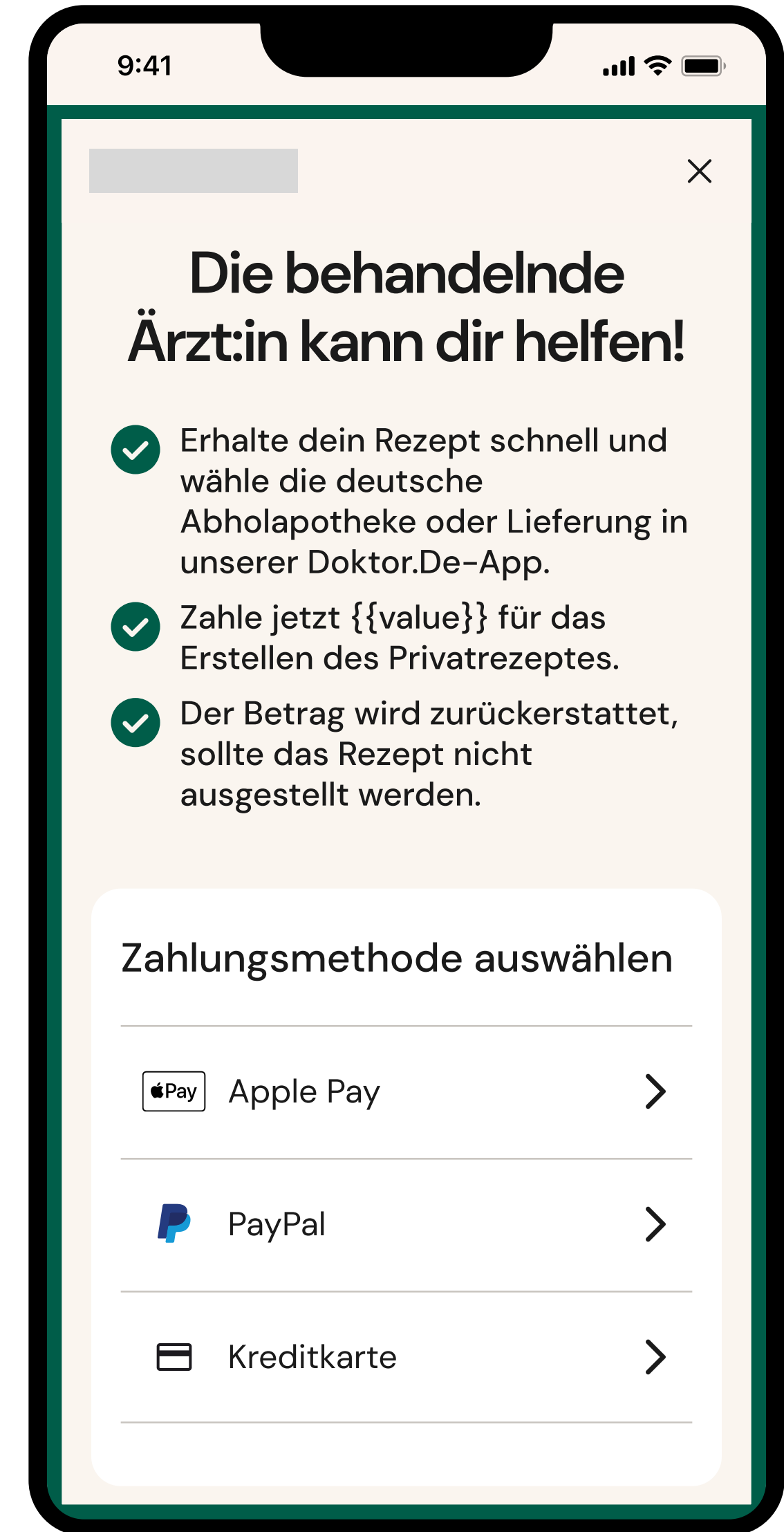
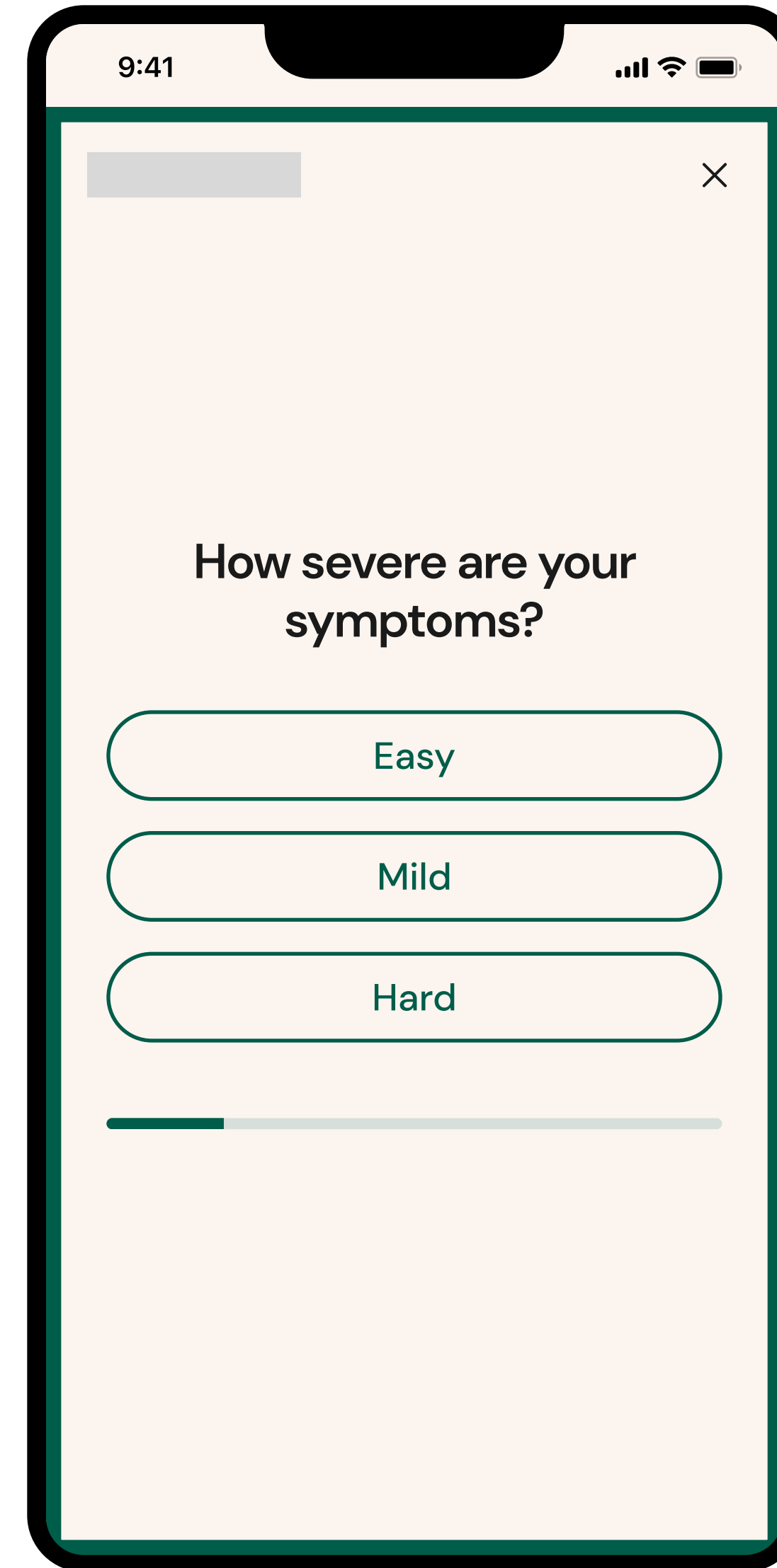
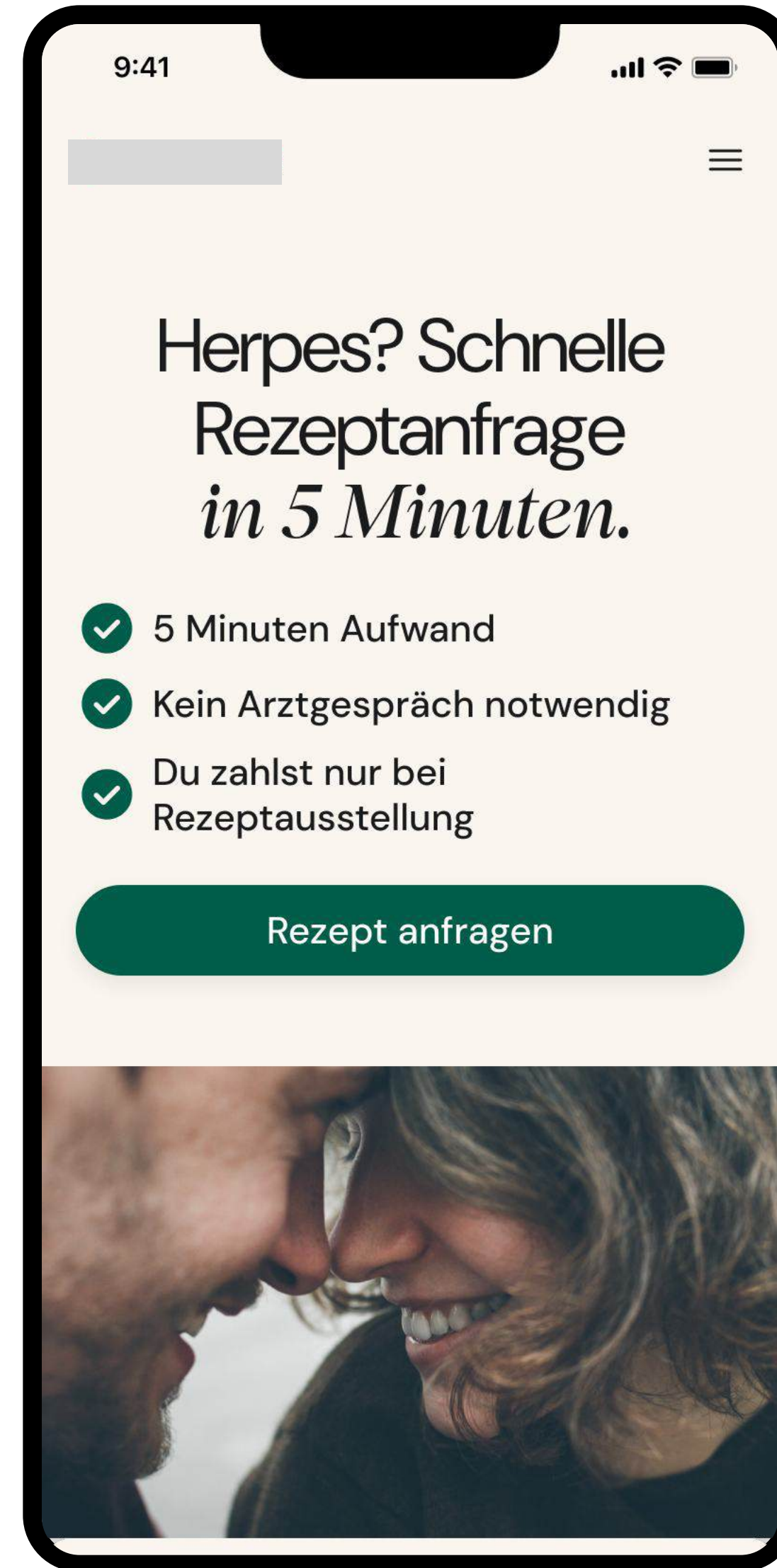
- Designed a recruitment website to attract doctors to join the team
- Created a clinics section on the main website with detailed info for each location
- Focused on convincing app users to enroll in a clinic, highlighting benefits like continuity of care and direct access to doctors



Defining the Problems

Each project brought different UX priorities:

- Quiz-based prescriptions:
 - Remove friction → users wanted speed, not engagement
 - Clearly guide users through the quiz and payment
 - Build trust despite minimal human interaction
- Hybrid care integration:
 - Make the benefits of registration obvious and valuable
 - Seamlessly merge app features with clinic access
 - Enable messaging with doctors, medical record sharing, and appointment booking
- Clinic directory & recruitment:
 - Present clear and compelling reasons to join or visit
 - Ensure discoverability, mobile responsiveness, and easy access to relevant info



Ideation & UX Strategy

For each feature or flow, I designed:

- User flows and architecture maps
- Low- and high-fidelity wireframes
- Interactive prototypes for testing and stakeholder feedback

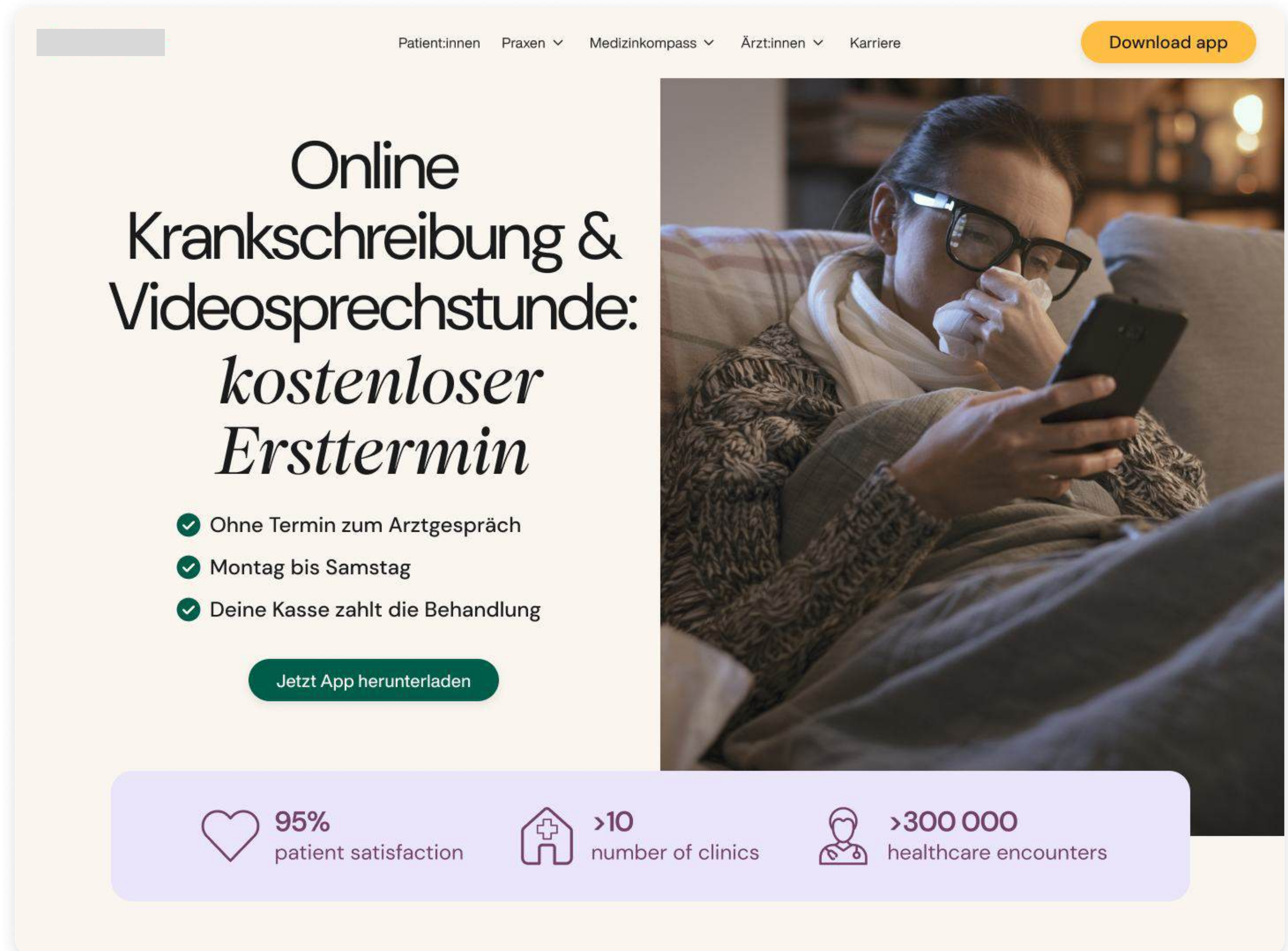
Projects went through multiple iterations based on:

- User testing (patients, doctors, nurses)
- Legal and compliance reviews
- Feedback from product owners and developers

UI Design & Systems

Germany had market-specific needs (due to local laws, services, and user expectations), which required custom UI components beyond the main system used by the Swedish team.

- I was responsible for developing and maintaining the German design system, ensuring it remained consistent with the core system while addressing unique requirements.
- Worked closely with the Swedish design team to maintain alignment and cohesion across the product.
- Paid special attention to responsive design, with layouts optimized for both desktop and mobile usage across all web projects.



Testing & Iteration

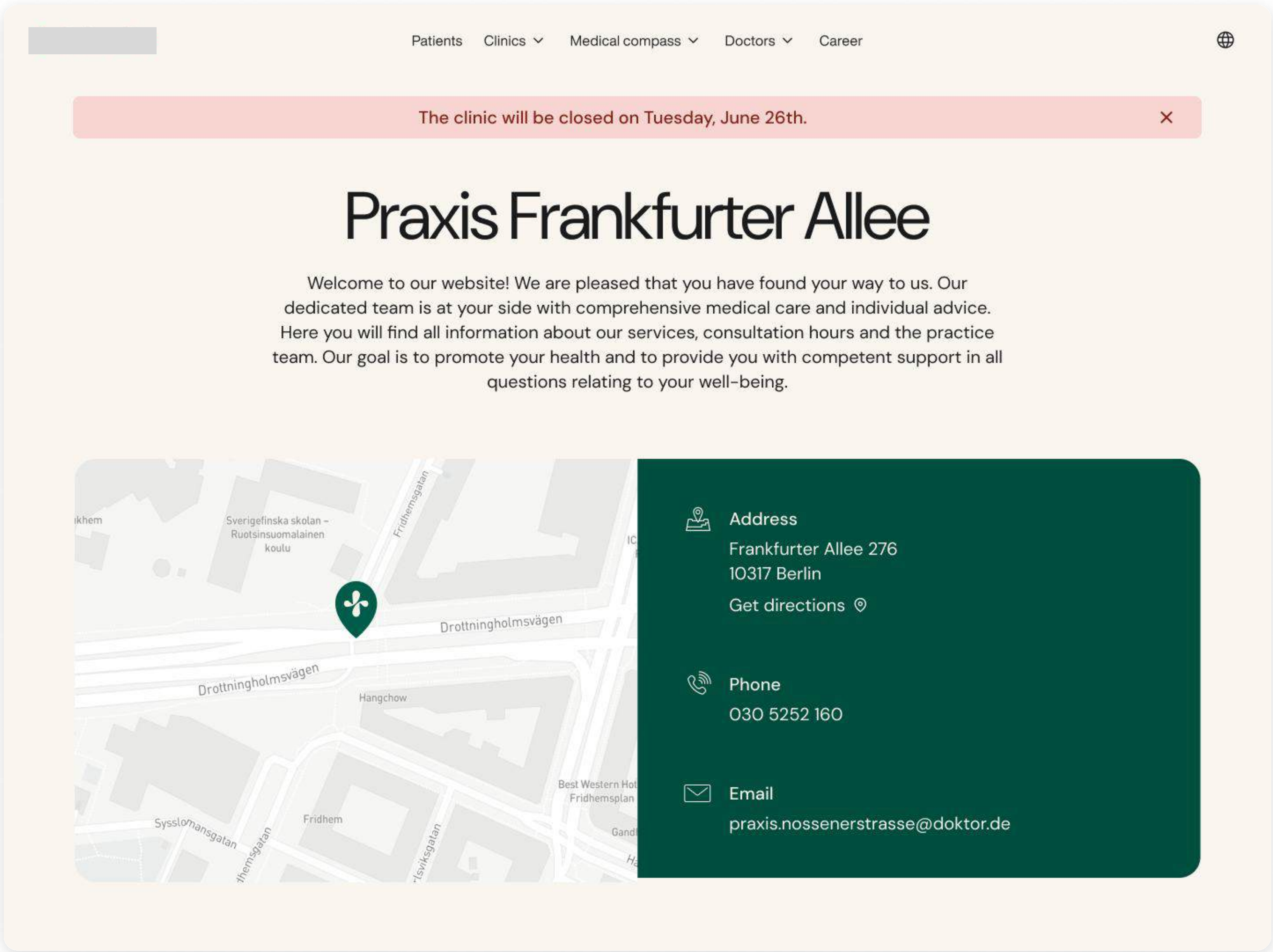
I created interactive prototypes and tested them with:

- Doctors and nurses (for backend tools and app features)
- Real users/patients (for app and prescription flows)
- Internal staff (for website usability and onboarding experiences)

Testing insights directly informed design iterations — simplifying flows, improving messaging, and validating usability across devices.

Impact

- Streamlined hybrid care features in the app improved engagement and clinic registrations
- The quiz-based prescription flow was well-received, with high completion rates and positive user feedback on speed and ease
- New websites for clinics and doctor recruitment helped establish trust and improved visibility of in-person services
- Consistent collaboration with the Swedish team ensured that design quality and brand alignment were maintained across regions



Testing & Iteration

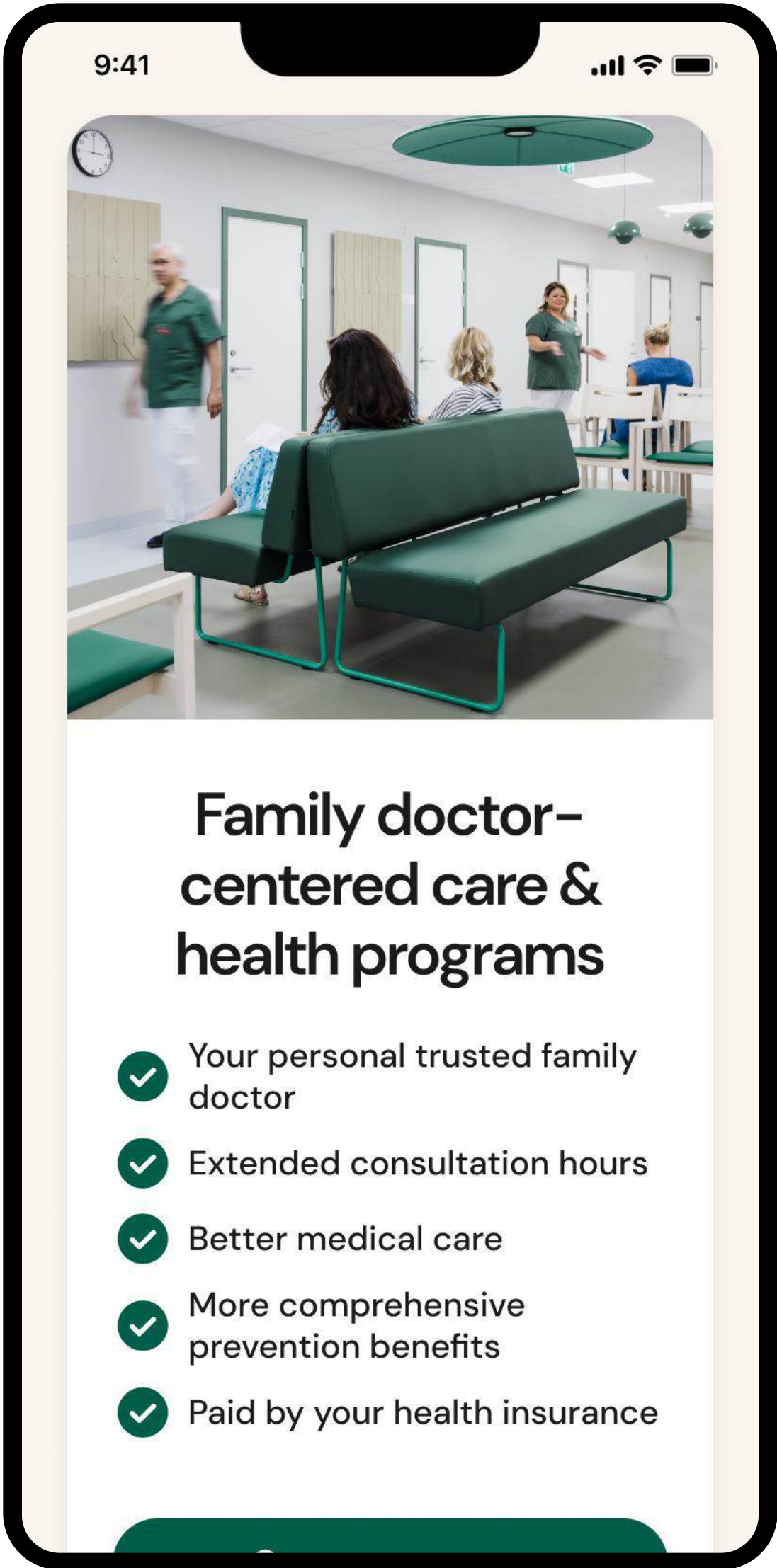
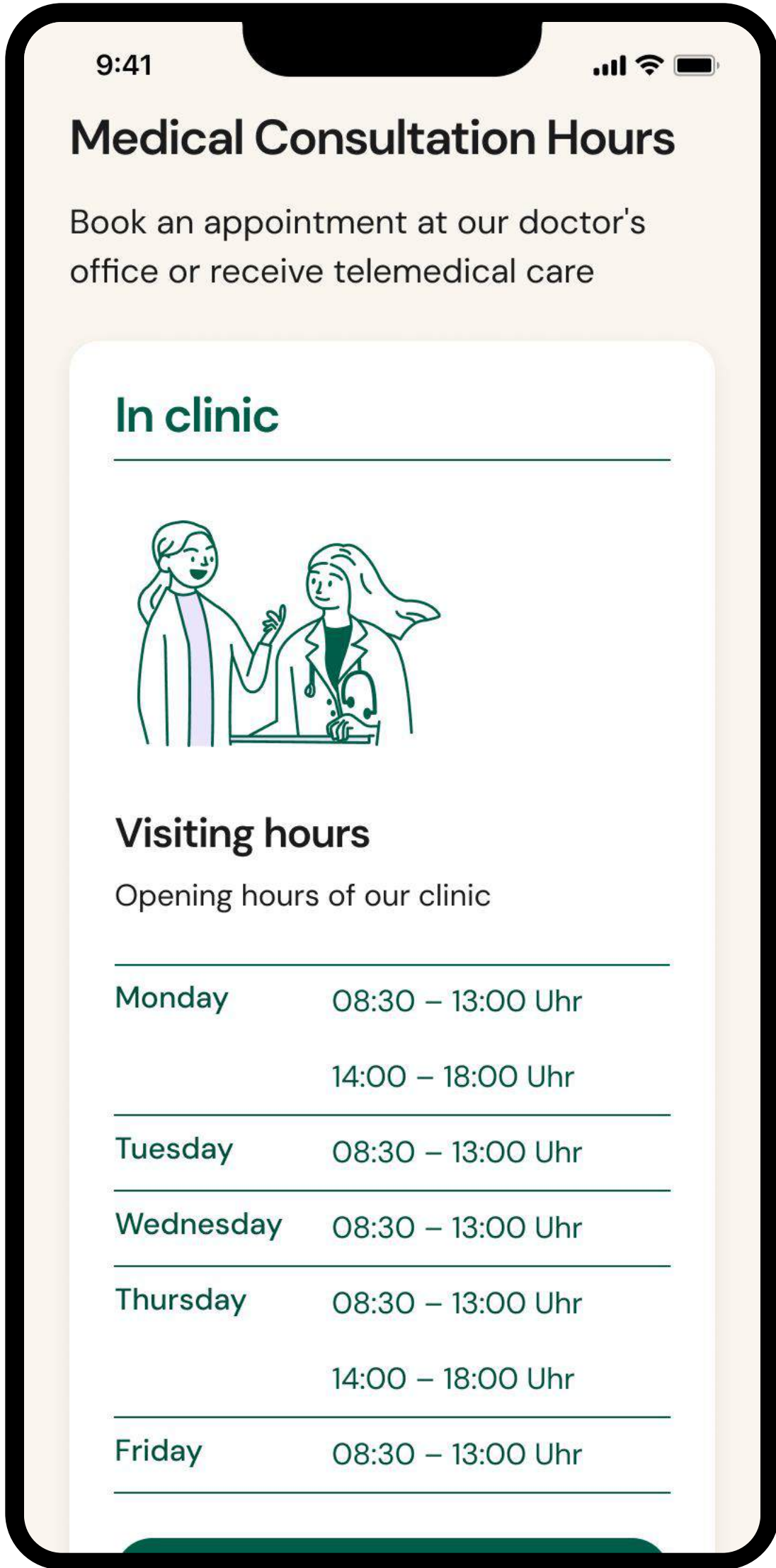
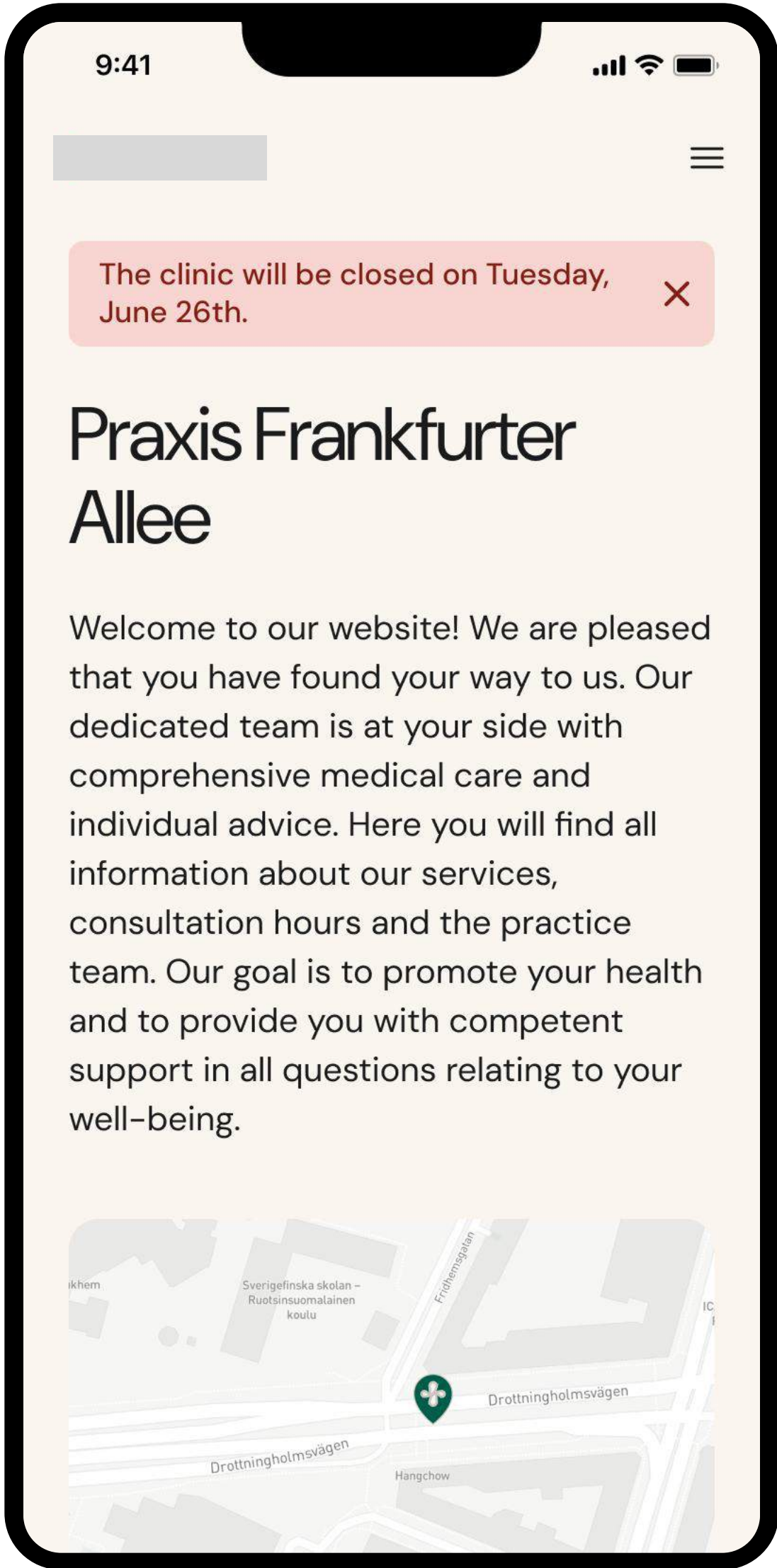
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2 - Risk Assessment Tool Redesign

Role: UX/UI Designer

Platform: Desktop Web Application

Timeline: Collaborative project

Client: Engineering company specializing in lightning, surge protection, and industrial safety

Project Overview

Client is a company that specializes in lightning protection, surge protection, and safety systems for industrial environments. I joined a UX/UI team to help redesign their desktop-based risk assessment tool, which engineers use to evaluate the safety of buildings and generate legally compliant action plans.

The legacy tool was outdated, difficult to use, and visually overwhelming. It needed to guide users through a highly technical and variable process, including assessing multiple risk types for each section of a building, and creating mitigation plans that dynamically affected overall risk levels.

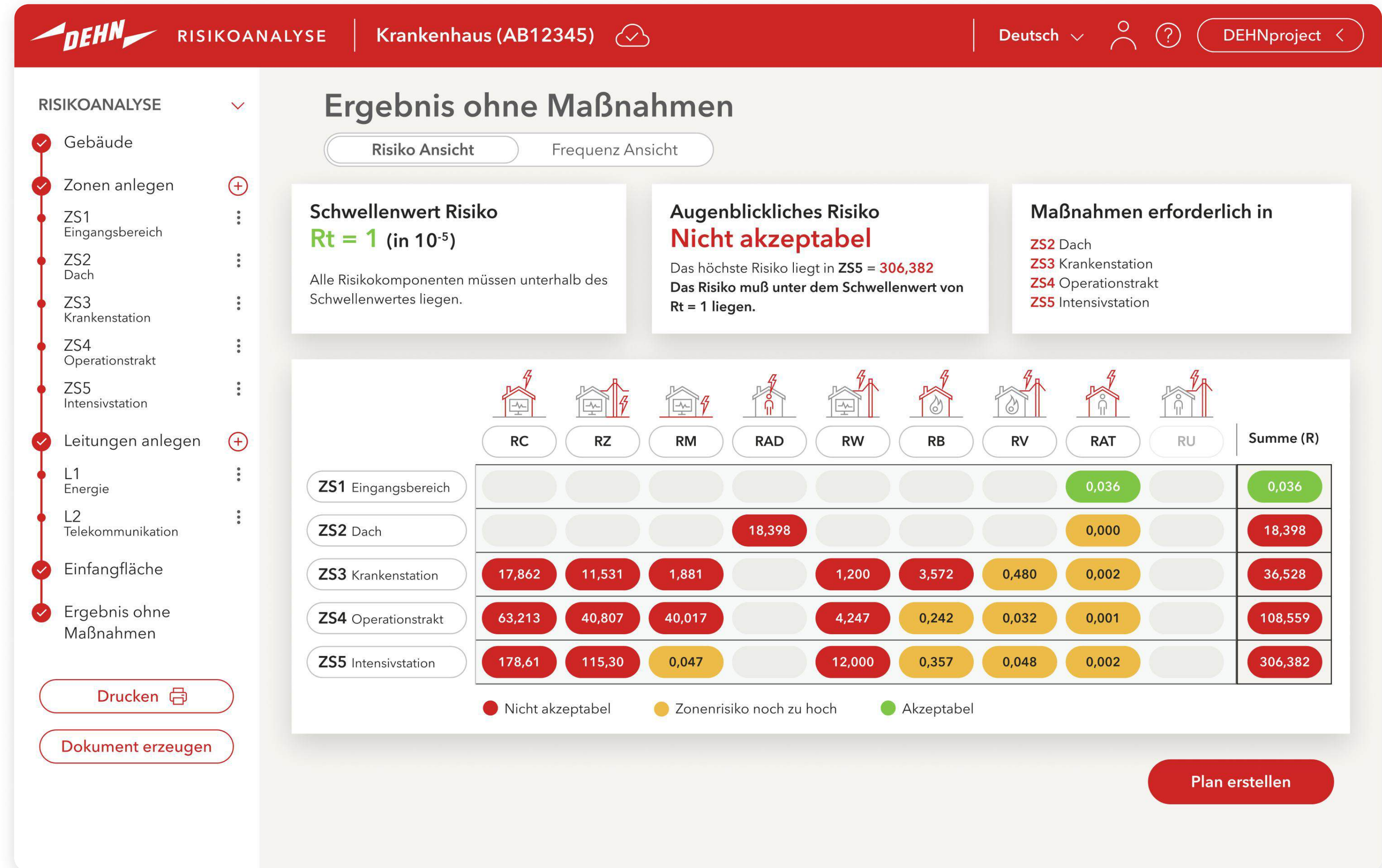
The Challenge

The core issue was the complexity and interdependence of risk factors.

- The risk assessment included 9 types of risk, each calculated for multiple building sections.
- Measures applied to one section could impact risk levels in other areas, making it hard for users to see the full picture or understand how their decisions affected overall compliance.
- The UI was fragmented, spread across many pages, and lacked clarity or visual hierarchy.

We needed to design a better experience for:

1. Navigating the assessment (quiz-based).
2. Diagnosing risks clearly.
3. Creating and adjusting a risk-reduction plan intuitively.



Research & Discovery

I was onboarded into an existing UX/UI team led by a UX Director. The assessment portion had already been researched and wireframed, but the diagnosis and plan creation tool had no defined structure.

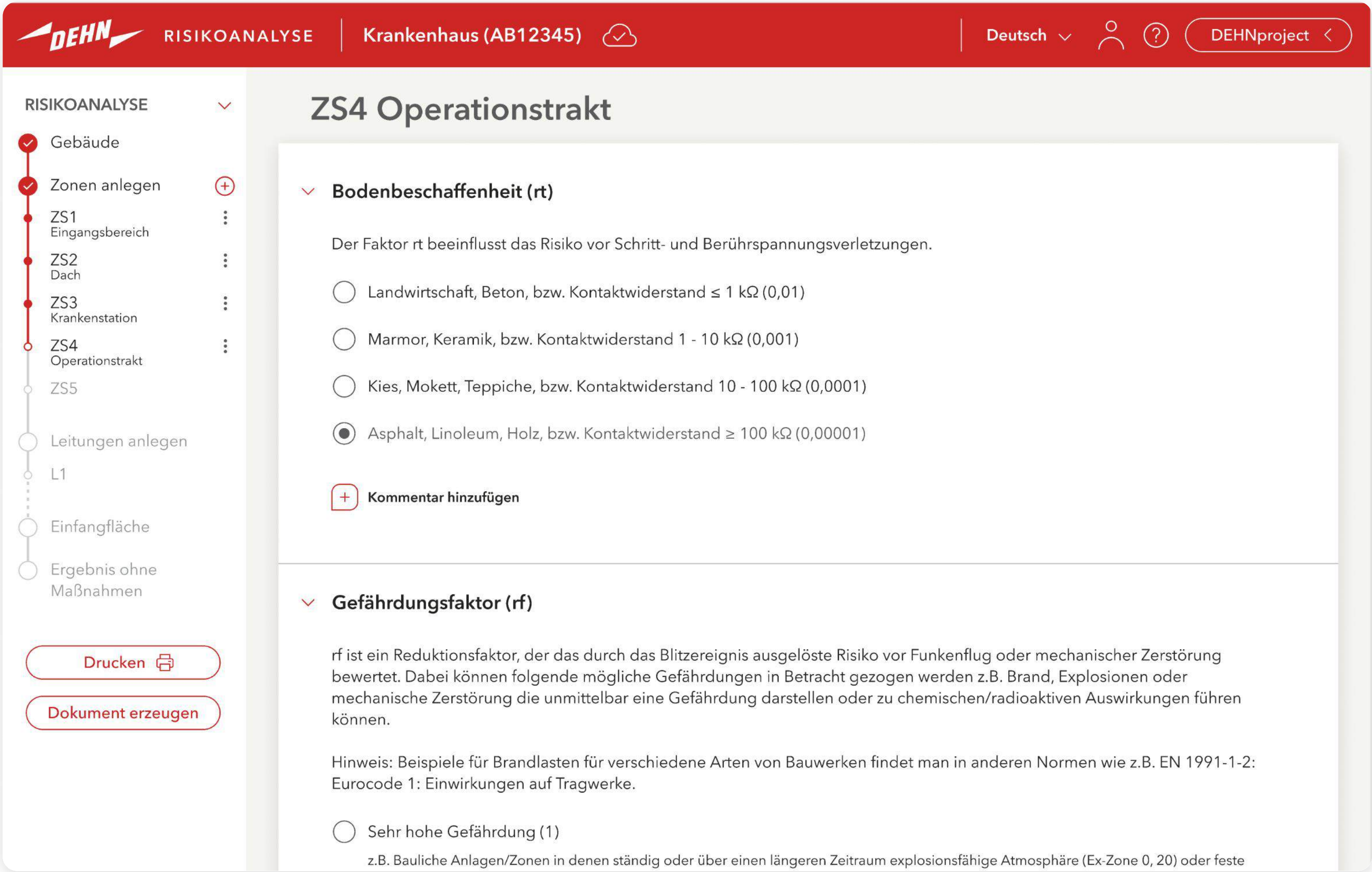
To bridge this gap, I:

- Reviewed technical documentation and internal resources to understand user needs and system behavior.
- Collaborated closely with product owners and subject matter experts (engineers familiar with risk modeling).
- Identified key pain points around navigation, visualization, and measure planning feedback loops.

Problem Definition

While the quiz-based assessment flow mainly required UX best practices and simplification, the real challenge lay in visualizing and managing the complex diagnosis and planning process:

- Information was siloed across pages using a tab system for each risk type and building section.
- Users struggled to understand how one action (adding a protective measure) would influence the broader risk landscape.
- There was no unified or intuitive way to get a holistic view of risk or efficiently optimize mitigation strategies.



Ideation & Design Strategy

To solve this, I proposed and designed a risk diagnosis dashboard in the form of an interactive table (similar to a heatmap):

- X-axis: Risk types
- Y-axis: Building sections
- Cells: Risk level for each combination, color-coded for severity

This approach:

- Enabled users to see the entire building's risk profile at a glance
- Allowed deep-dives into specific cells to understand or act on individual issues
- Made interdependencies visible by updating in real time when new measures were added

Each cell was clickable, opening a modal with contextual mitigation measures. Once a measure was selected, the entire table updated, clearly showing its impact across other areas — solving the core user pain point.

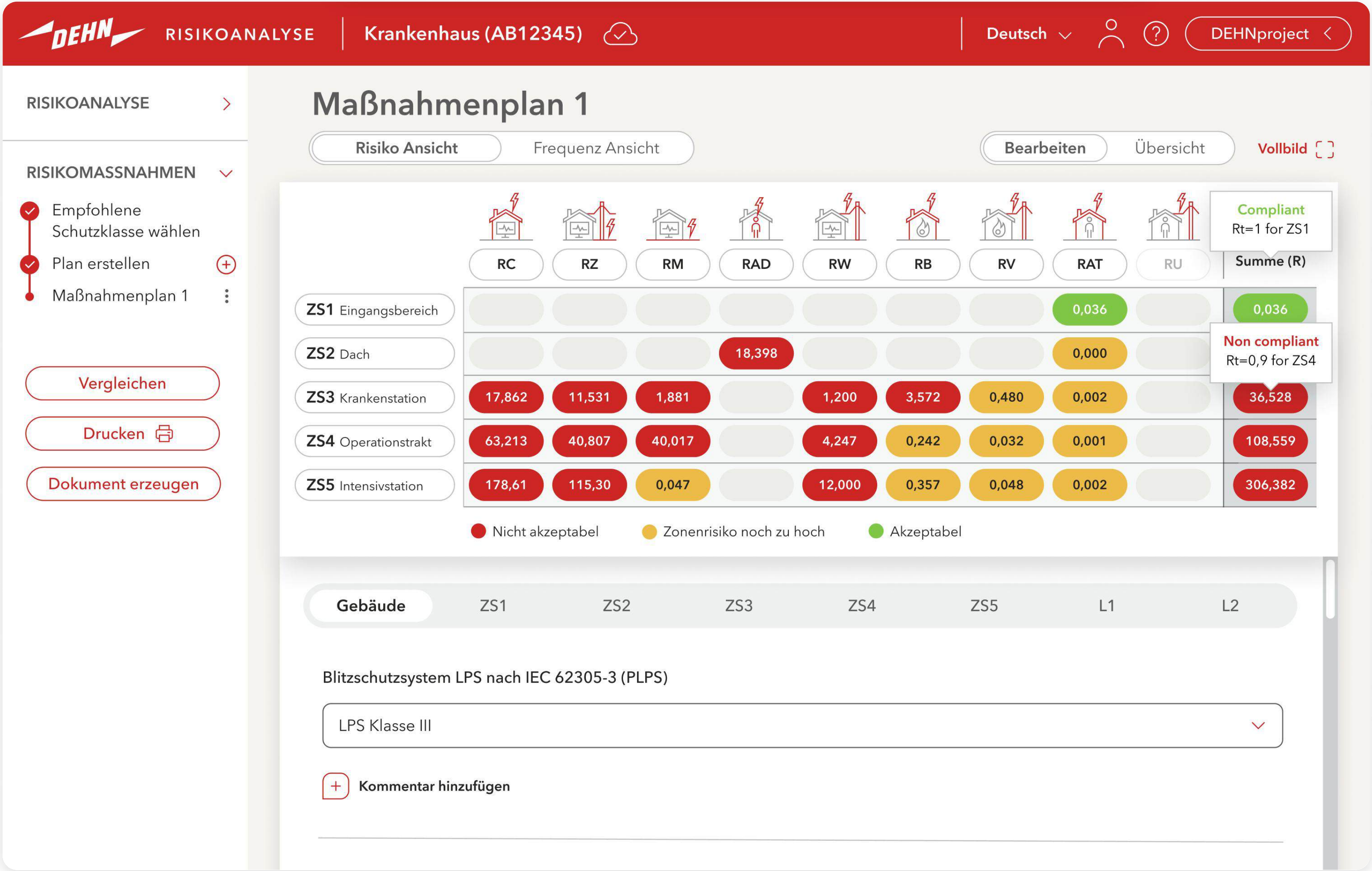
I delivered:

- User flows and interaction maps
- Low- and high-fidelity wireframes
- Interactive prototypes for stakeholder feedback

UI Design

I worked within DEHN's existing design system but extended it by creating custom components tailored to this tool's unique complexity.

- Focused heavily on information hierarchy, color use for risk levels, and minimizing cognitive load
- Ensured that the interface remained clean, accessible, and navigable, despite the dense technical content
- Maintained consistency across the tool while allowing space for dynamic data and real-time feedback



Testing & Iteration

We ran usability tests with real users — engineers familiar with the original tool. Testing was coordinated by DEHN's internal team, using interactive prototypes I created.

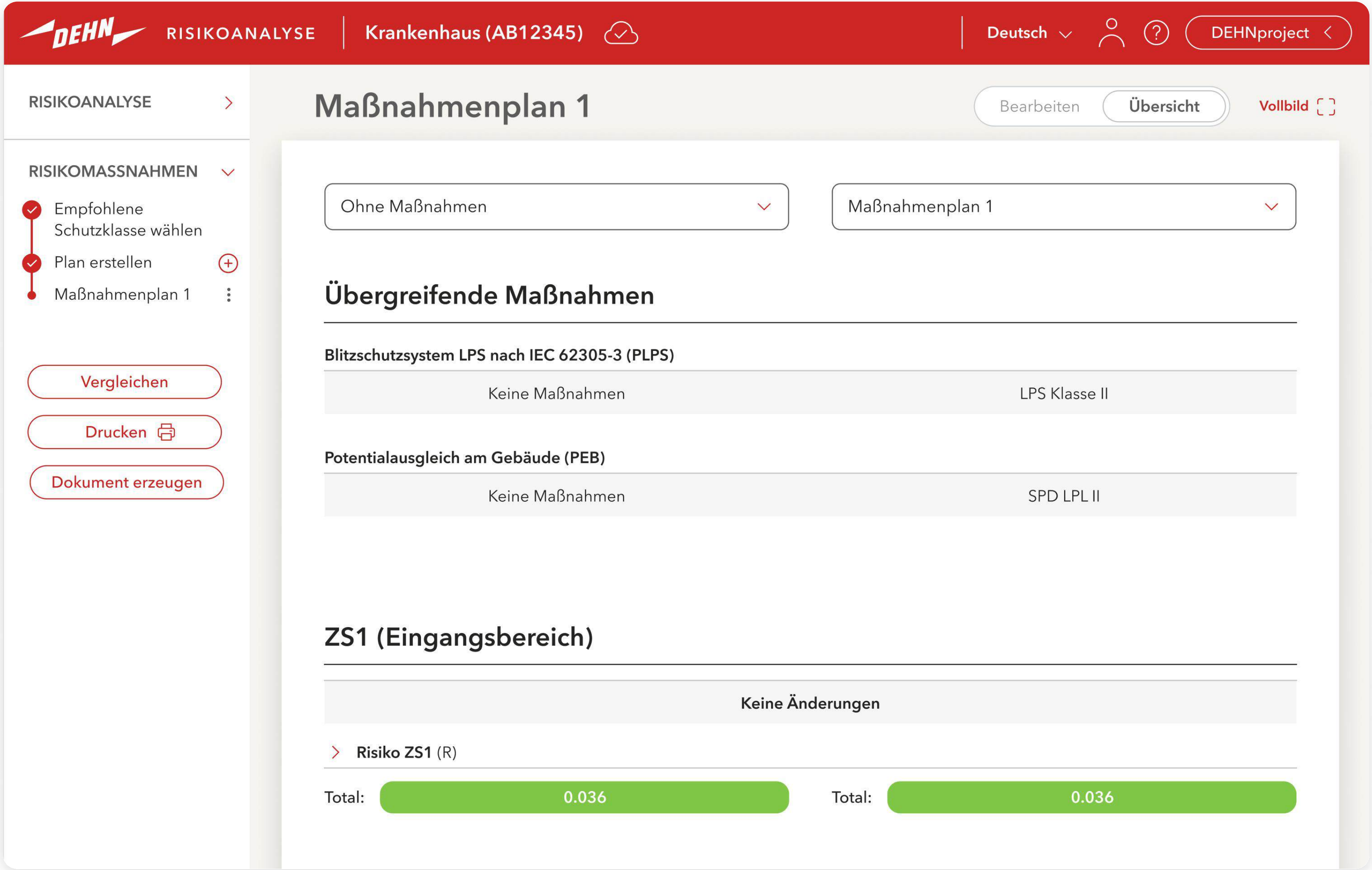
Key outcomes:

- Users found the new tool significantly more intuitive
- They could complete risk assessments and action plans faster and with more confidence
- The heatmap interface was especially praised for its clarity and efficiency

Impact

The redesign:

- Simplified a technically demanding process
- Gave users constant, visual feedback during risk planning
- Dramatically improved user comprehension and speed
- Helped ensure legal compliance by reducing human error in the risk planning process



3 - L'Oréal Paris Portugal Website Redesign (2015-2019)

Project Overview

L'Oréal Paris Portugal needed a full redesign of its website to better showcase a vast catalog of products, tutorials, and promotional content. I led the UX and UI design for the main website and continued to design numerous promotional mini and microsites over the following years. I collaborated closely with product owners and the development team to ensure consistency, usability, and brand alignment.

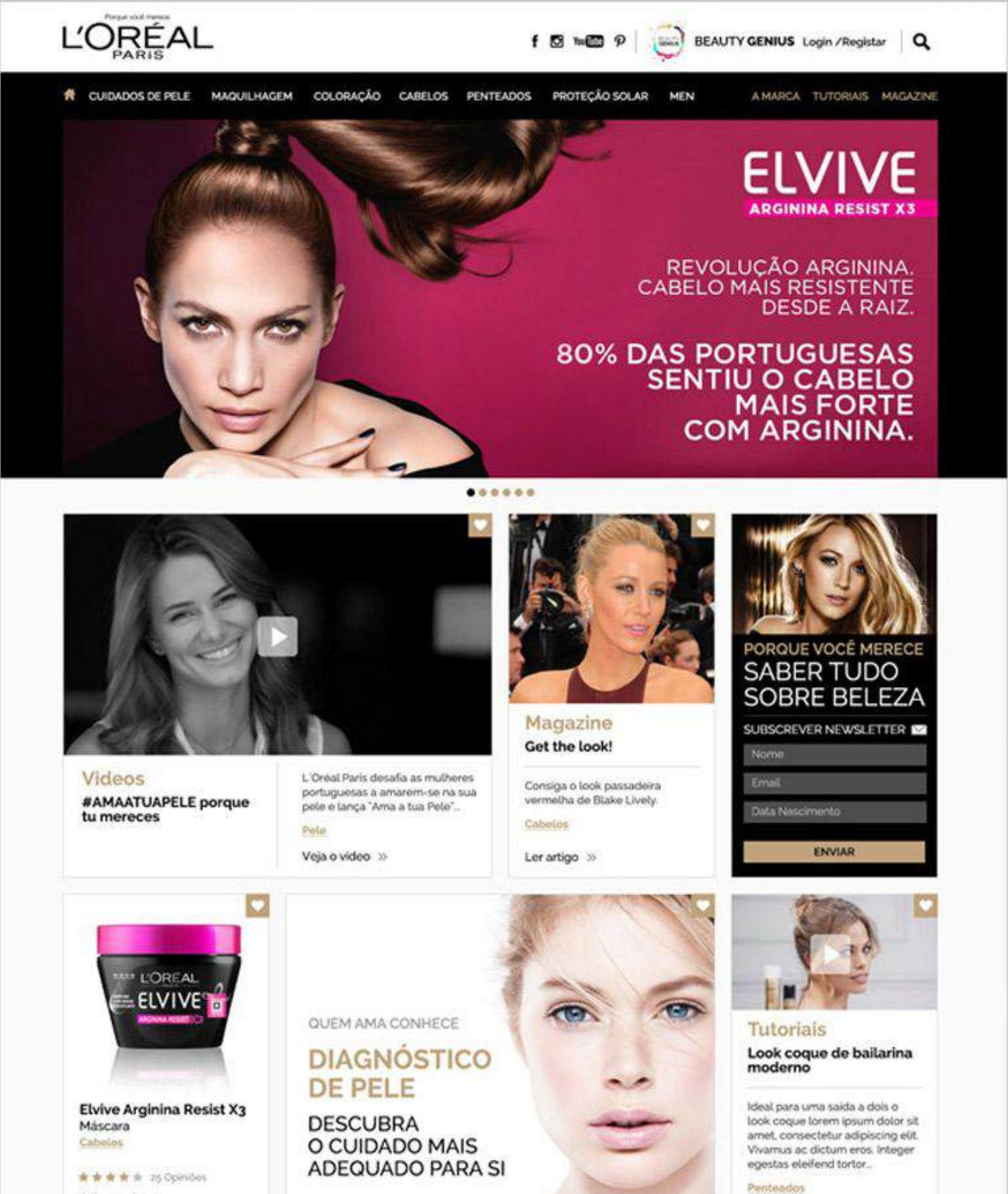
The Challenge

The website had to manage and present an immense amount of constantly changing content — from product lines and tutorials to seasonal promotions and brand news. The key challenge was building a system that could handle this dynamic content without compromising usability or brand identity. Consistency, scalability, and ease of content updates were essential due to frequent launches and marketing campaigns.

Research & Discovery

Research focused on understanding:

- The full content structure (product info, editorial content, promotional materials)
- The needs of various content types and how they should be presented
- The brand's global guidelines, to ensure visual and tonal consistency
- The editorial flexibility required for the homepage, which changed frequently based on campaigns and launches



Defining the Problem

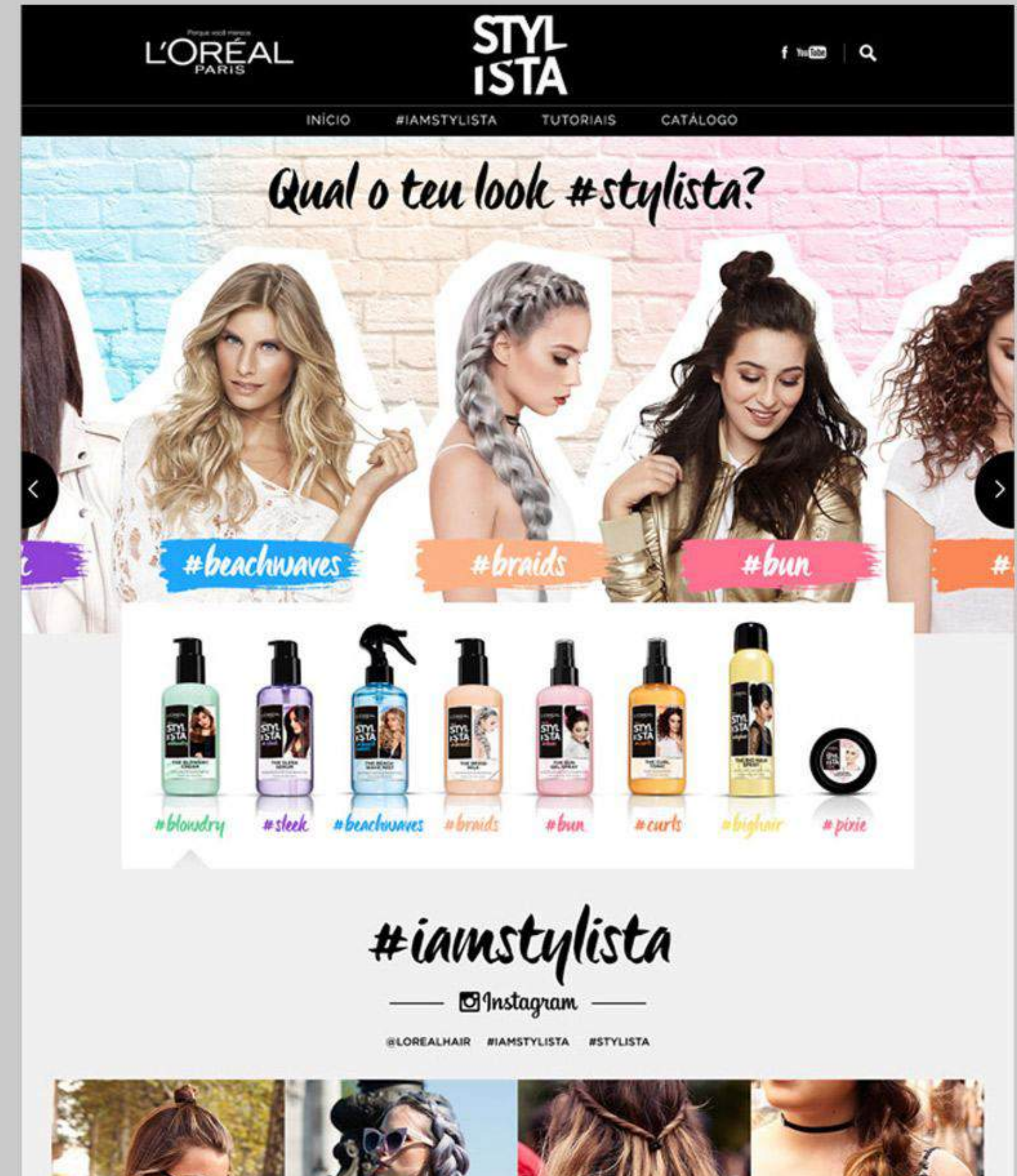
We needed to solve for:

- A homepage layout flexible enough to promote any type of content (products, videos, news, etc.)
- A modular design system that allowed editors to build and update content quickly
- A navigation structure that made it easy for users to find information across a wide and complex product catalog
- A UI language consistent with L'Oréal's international brand while meeting the specific needs of the Portuguese market

Ideation & Wireframing

I created detailed user flows and wireframes to:

- Explore modular homepage layouts that could scale up or down depending on content
- Structure product detail pages, tutorials, and news for clarity and engagement
- Prototype interactions and navigation flows across both desktop and mobile



UI Design

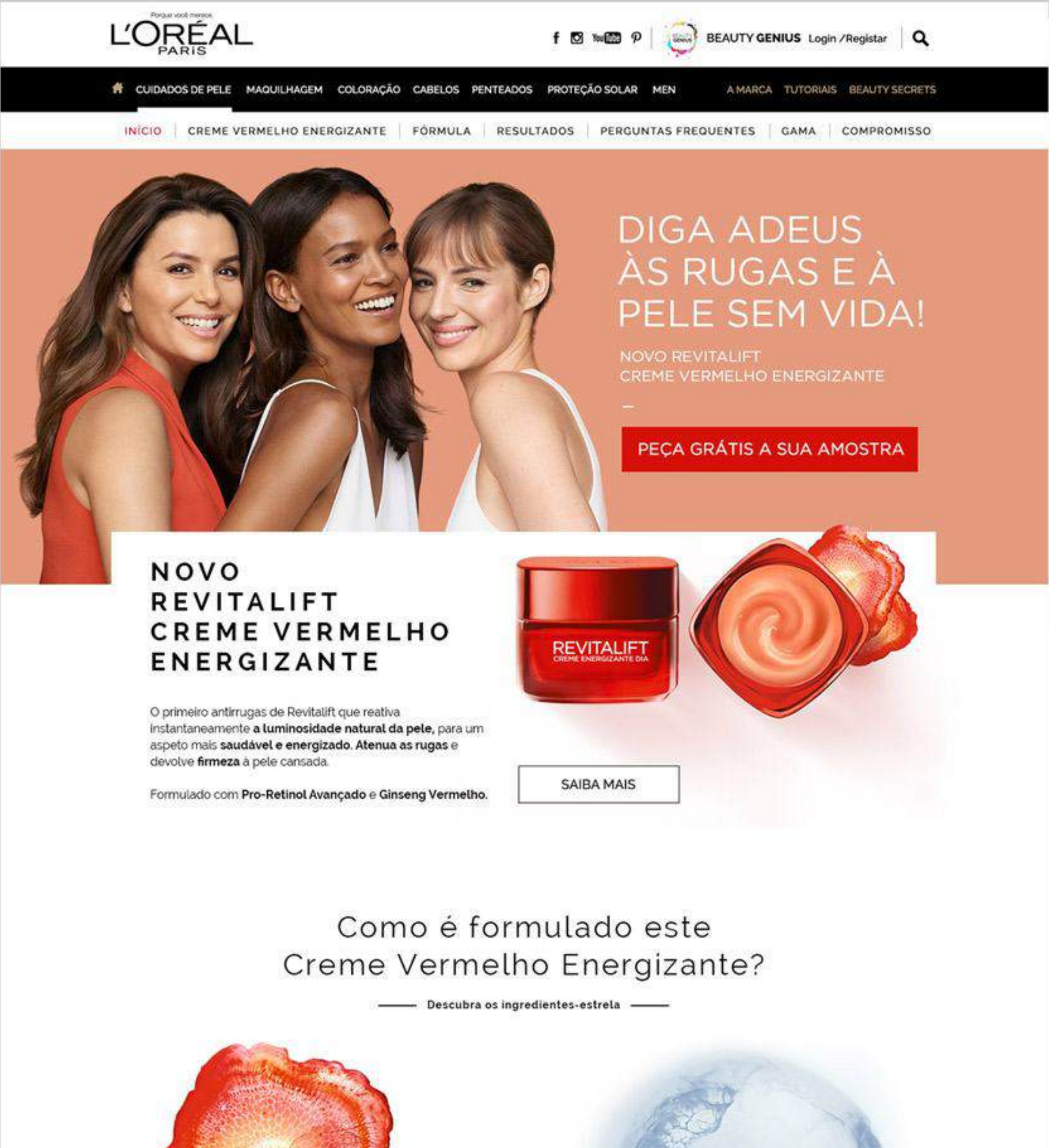
The final design system was modular and scalable, based on reusable components that could be easily combined for different content needs.

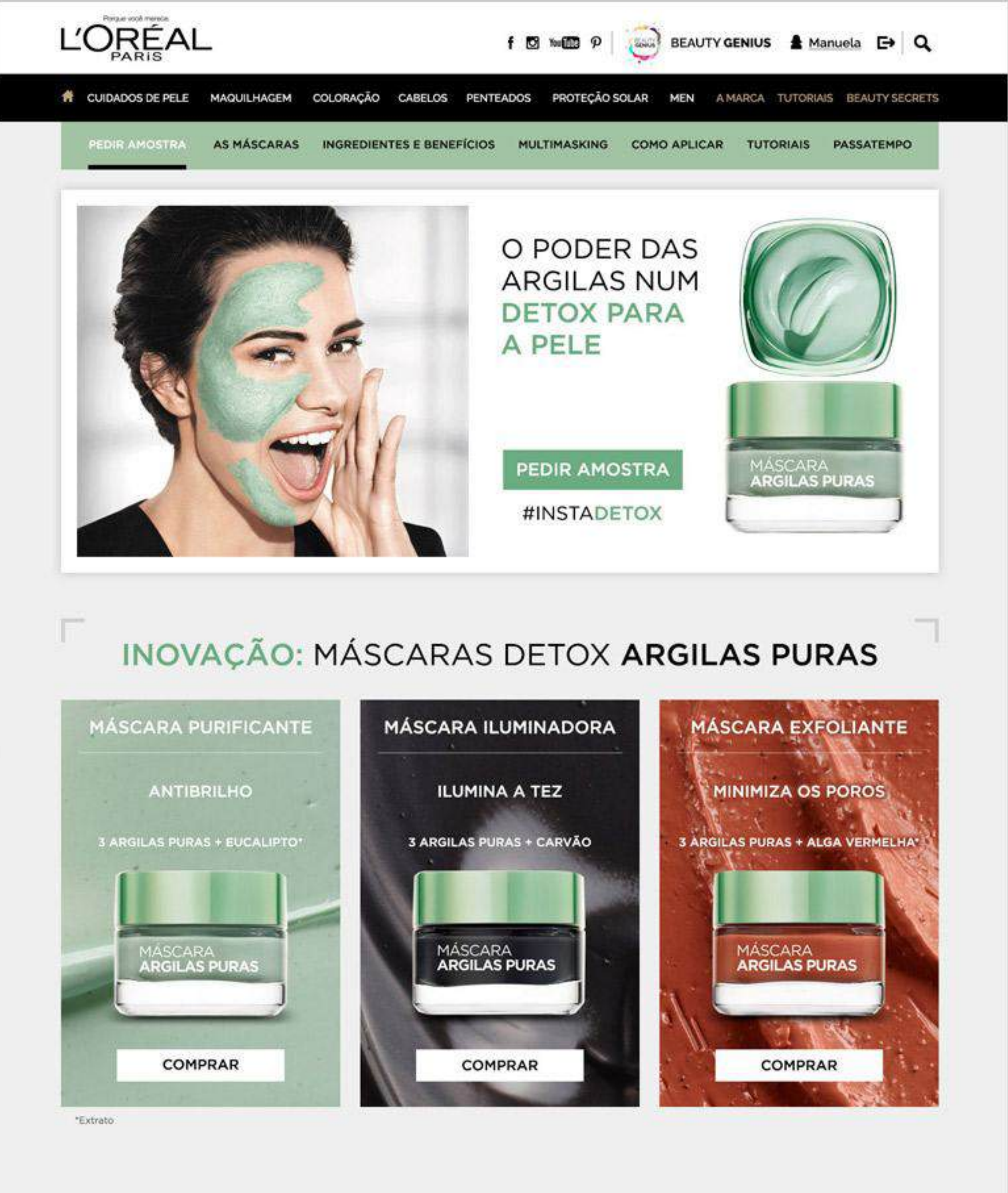
- Each module could adapt visually depending on hierarchy and importance (e.g., larger modules for new launches)
- The design respected global brand guidelines but was tailored to local market needs
- I maintained a clear visual hierarchy to guide users through a content-rich environment
- All layouts were optimized for mobile and desktop, with particular care for readability and visual impact

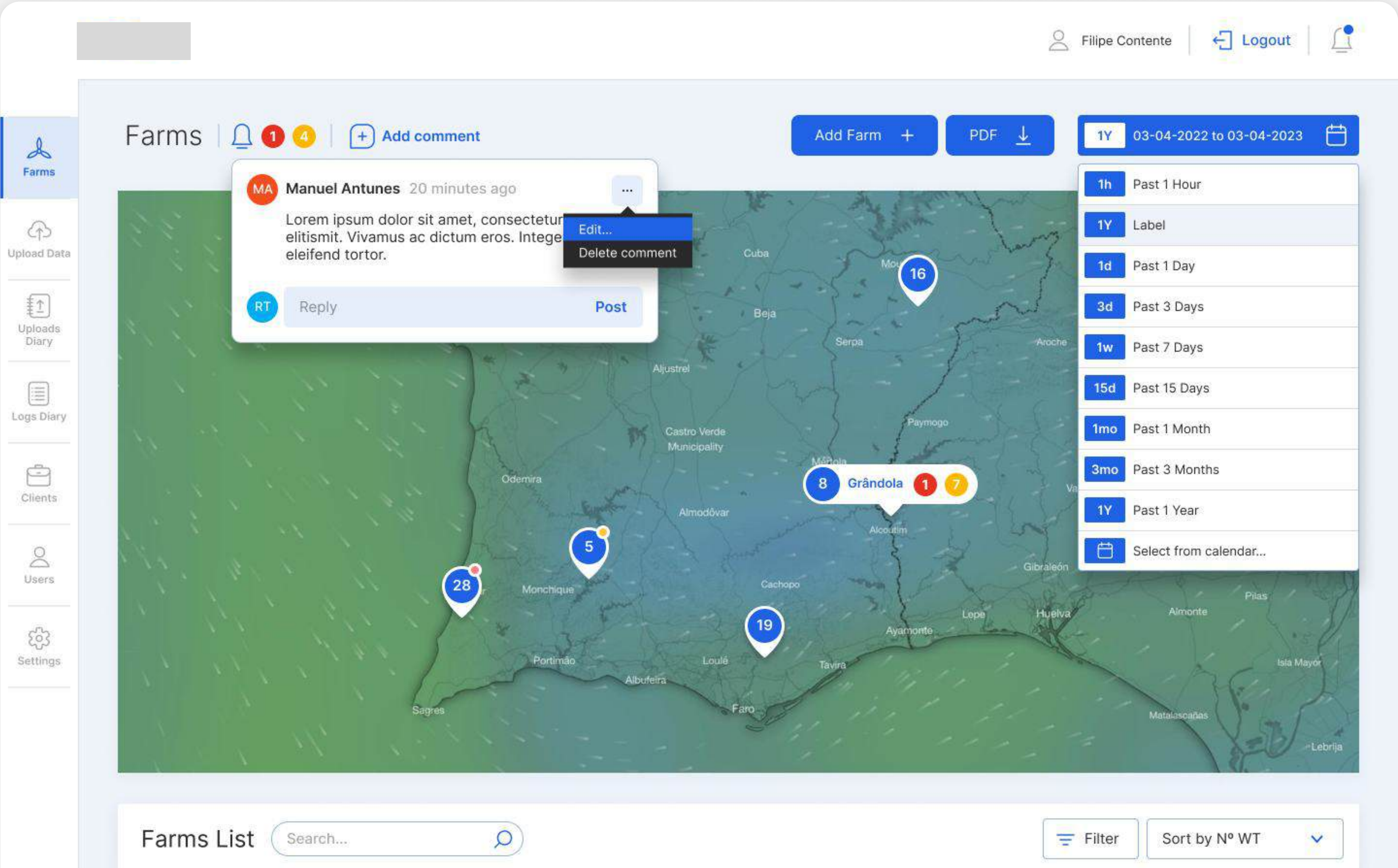
Outcome

The redesigned website:

- Provided a flexible structure for ongoing campaigns and updates
- Delivered a consistent and user-friendly experience, aligned with L'Oréal's global branding
- Empowered editors to promote new content effectively without redesigning pages
- Became a foundation for all future promotional mini and micro-sites







Farms

Upload Data

Uploads Diary

Logs Diary

Clients

Users

Settings

Santarém

1

4

2 Open comments

Add Turbine

PDF

1Y03-04-2022 to 03-04-2023

Turbines: 25 • Capacity: 50 MW • ID: 123456 • GPS: 41 24.2028, 2 10.4418

PERFORMANCE

75% Average Performance

Variable 1

Variable 2

Variable 3

100%

50%

0%

Jan '20

Feb '20

Mar '20

Apr '20

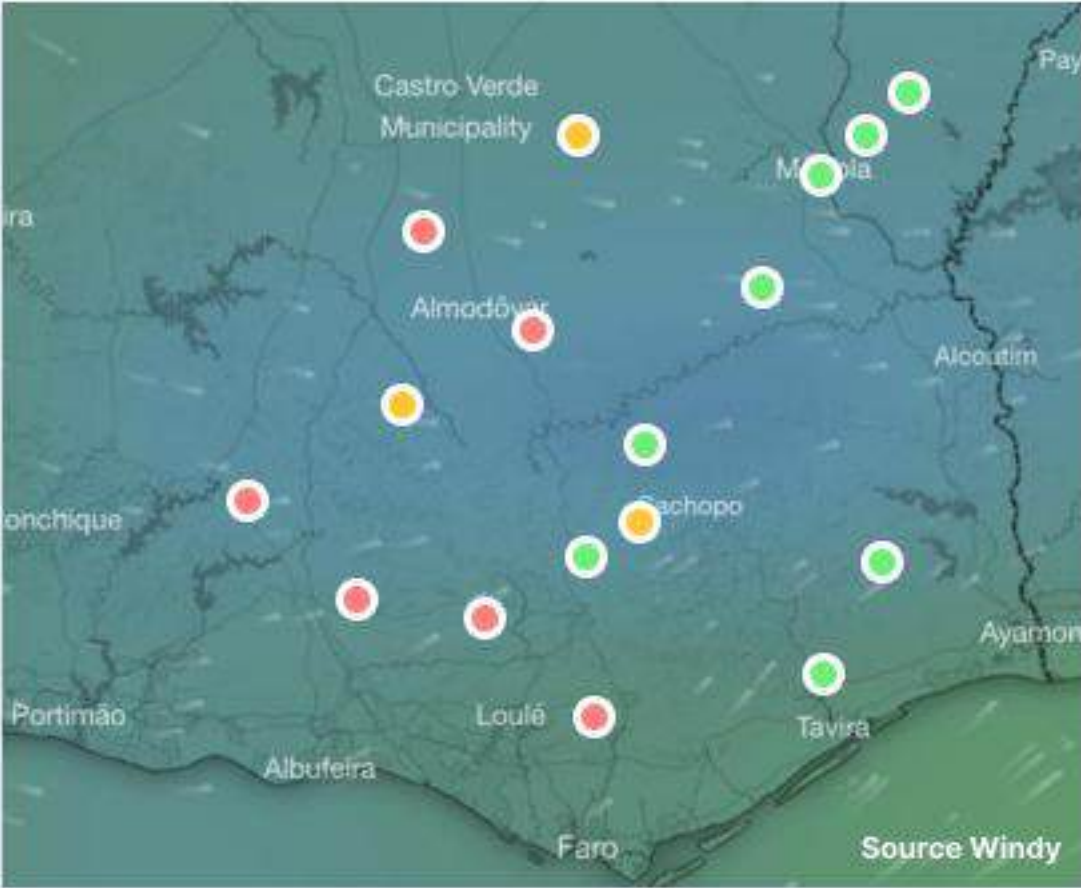
May '20

Jun '20

TURBINES MAP

Performance

Fatigue level



Source Windy

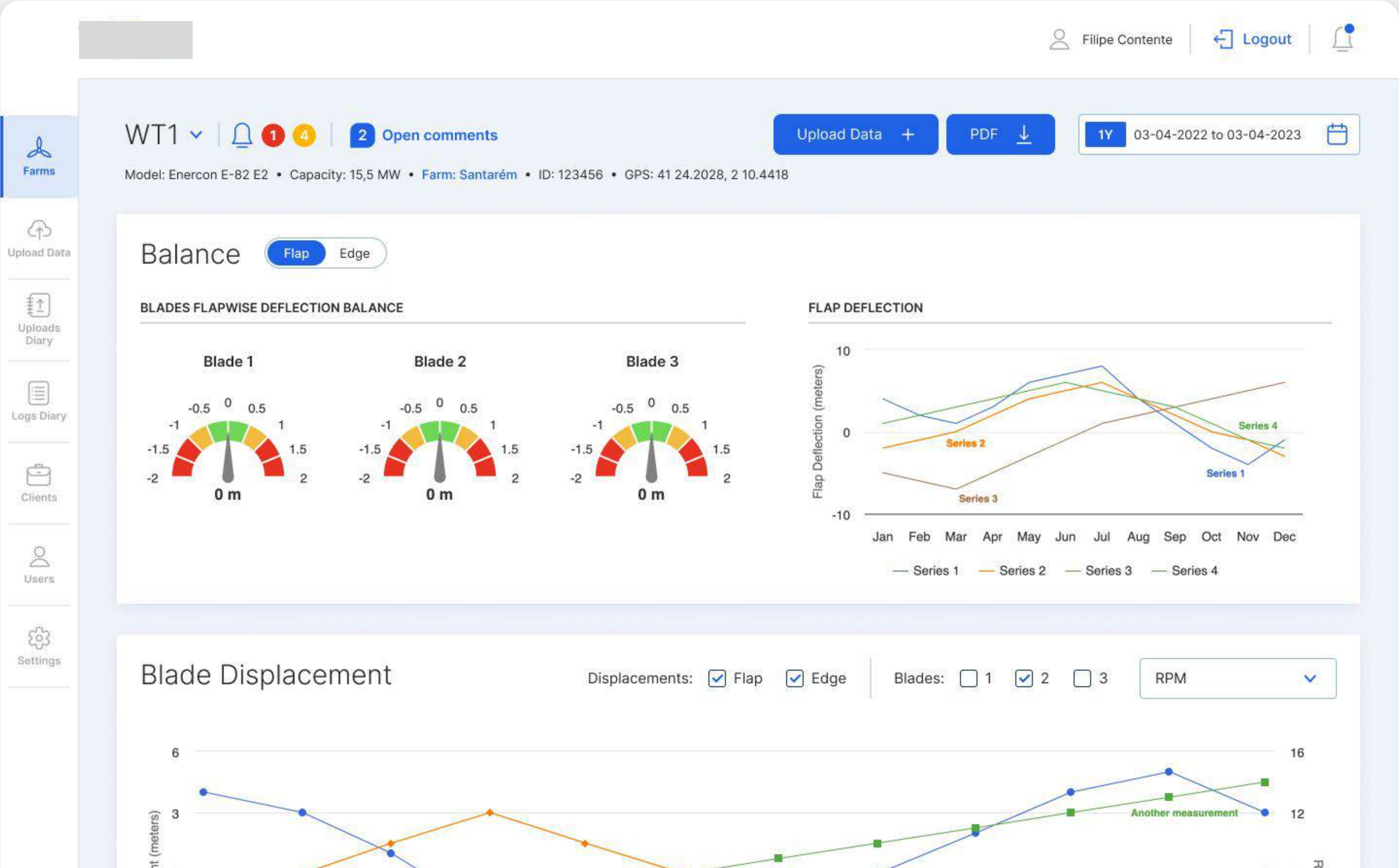
Turbines

Search...

Filter

Sort by #WT

#WT	ID	Model	Last Data Upload	Last Event	Balance Level	Performance	Alerts
WT1	135467...	Enercon E-82 E2	23/10/22	Inspection	-1,2 m	83%	17
WT1	135467...	Enercon E-82 E2	23/10/22	Inspection	-1,2 m	83%	17
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Farms

Upload Data

Uploads Diary

Logs Diary

Clients

Users

Settings

Filipe Contente

Logout

Logs Diary

Search...

Filter

Sort by #WT

Santarém x WT1 x

Event	Farm Name	#WT
> Data upload	Santarém	WT1
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LOAD MORE

Select view

Save view

Event

Search...

All

Option 1

Option 2

Option 3

Option 4

Option 5

View all...

Farm Name

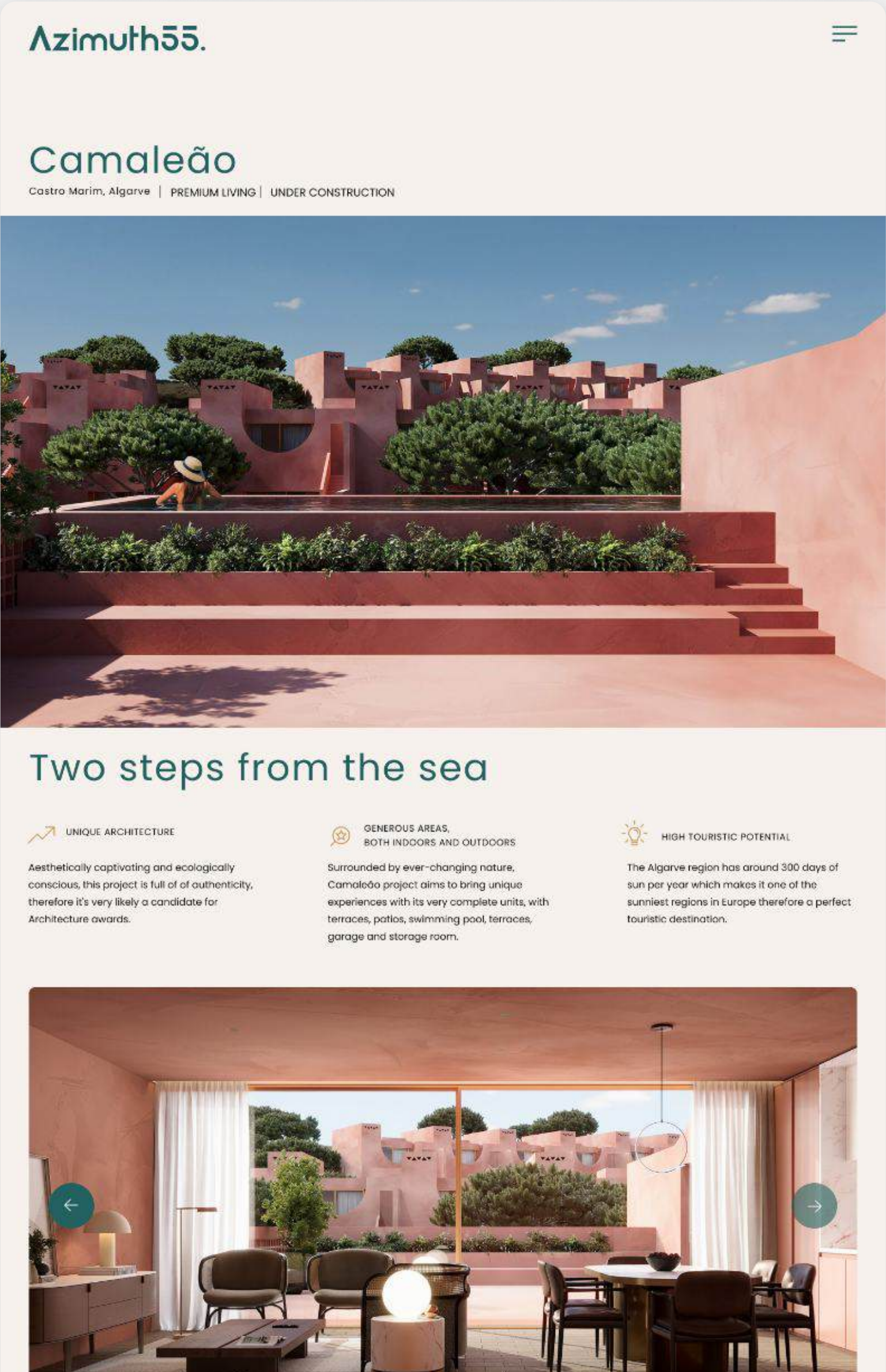
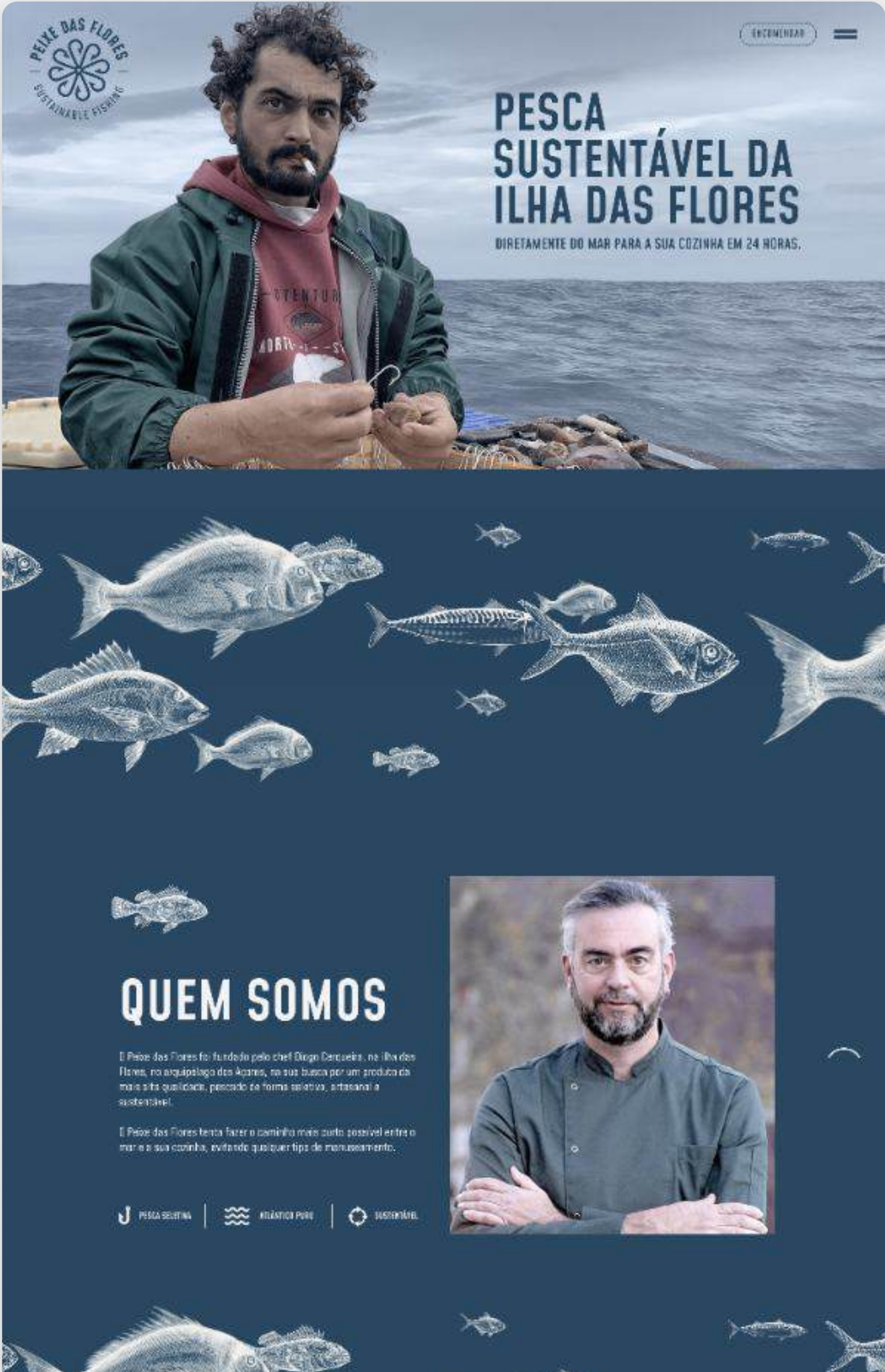
#WT

Date

Alert Level

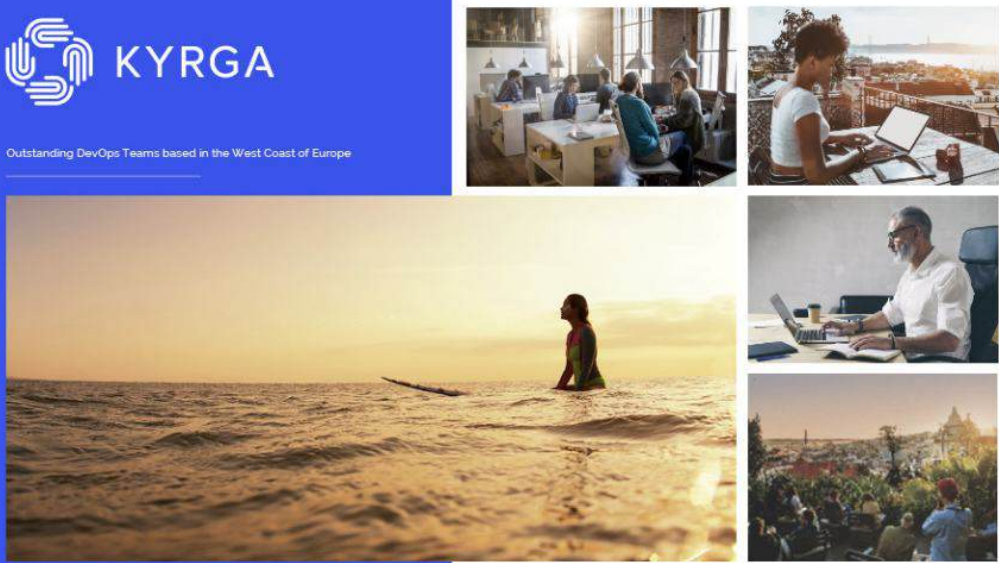
Status







Outstanding DevOps Teams based in the West Coast of Europe





Your Challenge

The world is increasingly global. Customers have limitless choice and are not bound to one country, tax policy or delivery model.

Leaders need to be highly effective and creative, extending their awareness far beyond their products to ensure sound end-to-end solutions.

V1

V2

V3

V4

More competition means shorter lifecycles and a need to deliver on innovation of products and services.

If flexibility, hidden costs or cultural gaps are not identified in advance, hired DevOps services can become a risk.





Our Solution



Kyrge is built from strong, senior talent, experienced in contracting services as well as providing them, with a knowledge of pain points on both sides.



We value time, cost, scope and risk as elements that are intimately connected to one another, and we take accountability for the challenges of our Customer's business.



We deliver outstanding nearshore services to all our Customers while ensuring that Employees, Partners and Investors are highly involved in every step of the projects.

We are based in Lisbon, Europe's sweetest capital and a magnet of talent due to its lifestyle, cost of living, 3600hrs of sun per year and the infrastructures that make possible to arrive to our office, a beach or a mountain in 20 minutes.





Our Vision

Carry out projects of excellence in:



Software Engineering



Application Integration



Intelligent Automation

... for the most innovative Companies, from Europe's codest capital.

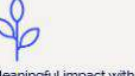
Execute, under the principles of generosity, kindness, trust and respect in order to create:



A unique work environment for our Team



Quality deliverables for our Customers



Meaningful impact with all the Economic Agents that touch us directly or indirectly.

Our headquarters on the Santos area





How We Do It

Flexibility



We will function as an extension of your Team and adapt to your project needs.



We can reconfigure ourselves at any time without high costs.



Our reports allow a clear line of sight throughout our collaboration.



Our workflows can be customized at all levels.

We support various ways of working through integrations with task management systems - including project, process and Jira management tools.





How We Do It

Collaboration



We connect with our Customer Teams in order to align and facilitate communication, eliminate duplication of tasks and collaborate in a productive way, allowing faster progress towards their business goals.



We share our email boxes, files and links, allowing the creation of projects with greater information and lessons learned.



We centralize our digital verification and approval processes to ensure that all the stakeholders are in sync.



We adopt the tools our Customers already use and feel comfortable with, to make sure there is a fast adaptation curve, from as simple as Microsoft Teams, to Slack or others.





How We Do It

Effectiveness



We minimize project risk and time spent on common tasks by creating repeatable processes, alerts, and workflows.



We prepare financial reports and activity maps that provide a complete overview of the project's status and improve the decision-making of our Customers.



We save valuable time and costs by creating reports with each company's own templates.



We simplify and adopt the best way to track and report on our activities, time spent and associated costs.





SERVICES

Software Engineering

Technology design across the development phase, our expertise spans human behaviour to software development.

In the production phase, we design and digitise POCs, ensure product quality and monitor your success as we oversee modifications and redesign initiatives for life-cycle cost optimisation.

Technical expertise:

- DevOps
- Big Data & Analytics
- Full-stack Application Development
- UI/UX

- End-to-end Application Analysis
- Machine Learning
- Mobile Development





SERVICES

Application Integration

Application integration is the process of enabling individual applications, each designed for its own specific purpose, to work with one another. At Manisland we merge and optimize data and workflows between multiple software applications, so that organizations can achieve integrations that modernize their infrastructures and support agile business operations.

Manisland also bridges the gaps between existing on-premises systems and fast-evolving cloud-based enterprise applications.

Technical expertise:

- Technical Design and Specifications
- Data Mapping
- Develop Quality Software
- Create APIs
- Batch Processing

- Write Automated Unit Test Cases
- Co-ordination with DevOps Team for Deployment
- Co-ordination of Implementation





SERVICES

Intelligent Automation

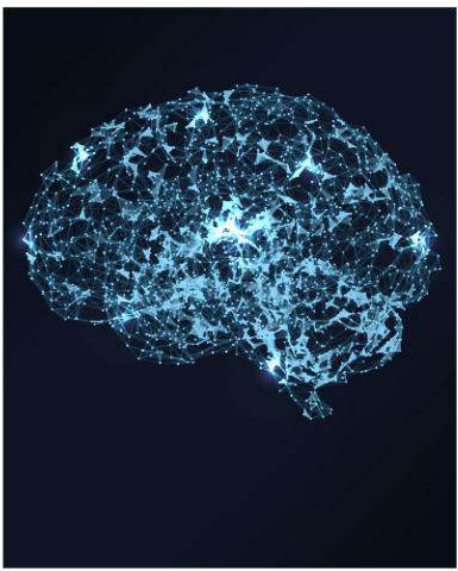
Automation is the art of transforming manually performed business activities into processes that we orchestrate and control through software solutions.

Intelligent automation takes systems to evolve from simple repetitive tasks to adapt and correct their performance based on the changing conditions, at an incredible speed and scale.

Technical expertise:

- Accelerate Process Orchestration
- Simplify Cross-Enterprise Automation
- Deliver Business Processes

- Machine Learning
- Artificial Intelligence





Thank You!

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ubbu

www.ubbu.io

CODE FOR ALL

www.codeforall.io

CODE LITERACY SOCIAL BUSINESS

TECHNOLOGY IS INCREASING THE SKILLS AND INCOME GAPS...

EDUCATION SYSTEMS NEEDS FIXING...

CURRICULUM REFORMS

WORKFORCE UPSKILLING AND RESKILLING

LIFE LONG LEARNING

71M

YOUTH UNEMPLOYMENT 2017

5M

SHORTAGE ICT PROFESSIONALS 2018

375M

WORKERS MAY NEED A NEW OCCUPATION BY 2030

50M

NEW TECHNOLOGY JOBS CREATED BY 2030

LARGE AND EXPANDING ADDRESSABLE MARKET

"It will require trillions of dollars to fix the world's education problem."

Julia Gillard, former Australia Prime Minister

\$6.5tn

(2020e)

Global Education and Training Spending

\$500bn

(2020e)

Global Corporate Training

\$252bn

(2020e)

EdTech

< MEET CODE FOR ALL... >

BUILDING SUSTAINABLE TECH COMMUNITIES

< WE ARE CLOSING THE SKILLS AND INEQUALITY GAPS BY EMPOWERING CHILDREN AND ADULTS WITH THE SKILLS TO SUCCEED IN THEIR COMMUNITIES AND IN A DIGITAL CONNECTED WORLD >

ubbu

FOCUS: K-12

ubbu

FOCUS: NEETS

#1 CODE LITERACY CLASSROOM TOOL FOR EVERY K-6 TEACHER

6 years CS classes

Teachers don't need prior experience

Made for the classroom

Blueprint of SDGs in each lesson

TRANSFORMING THE LIVES OF UNEMPLOYED PEOPLE, OR IN DEAD-END JOBS THROUGH CODING BOOTCAMPS

Proprietary Admission Process

14-week Coding Bootcamps

>90% employability rate

< OUR PRODUCTS EMPOWER CHILDREN AND ADULTS WITH THE SKILLS TO SUCCEED IN THEIR COMMUNITIES >

CLEAR VALUE PROPOSITION...

	ubbu	CODING BOOTCAMPS
BUSINESS MODEL	B2C, B2B, B2G and Social Impact Bonds	
PRICE	\$10 to \$35 per SaaS license	€6,000 per student
VALUE METRIC ¹	Improvement of 17% in math ²	<5 months payback ³
FINANCIAL METRIC	>80% Gross Margin ¹	€40,000 EBITDA per Bootcamp

¹ 2015 study by UNL

² Annual Gross Salary / Bootcamp Cost

³ Expected Gross Margin after the funding round

#1 CODE LITERACY CLASSROOM TOOL FOR EVERY K-6 TEACHER

ubbu

KIDS LEARNING COMPUTER SCIENCE IN UBBU

234

1,219

11,475

45,251

300,000

7x

2015

2016

2017

2018

LTM

2019¹

IS UBBU GOOD? NAH... UBBU IS AWESOME!

TEACHERS NPS 75¹

Virginia Nogueira, Teacher in Portugal

"Before using ubbu, students only knew the computer as something to play with. Now, they've discovered a new world full of possibilities."

Susanne Fischer, Teacher in Norwegian International School

"From a teacher point of view I am really pleased with it. The students are always engaged and keen to move forward with the program. They called it 'really fun and educational' and 'interesting and exciting'."

Olivia Nascimento, Teacher in Portugal

"There is a big difference between the logical reasoning of the students that use ubbu and the ones who don't."

Anthony Prince, VP Education American Microsoft

"ubbu has a tremendous potential"

Marcelo Crivella, Rio de Janeiro Mayor

"We plan, through ubbu, to teach how to code, every child in Rio"

> 400 STUDENTS TRAINED WITH 96% EMPLOYABILITY GROWING AT 100%

Code cadets trained (cum)

Bootcamps rolling from previous year

Bootcamps openings

16

102

219

404

464

805

22

2015

2016

2017

2018

LTM

2019¹

CHANGING ONE LIFE AT A TIME... STUDENTS NPS 77¹

MORE THAN 400 LIVES SO FAR...

Laura

single mom, was unemployed

BOOTCAMP #3 FUNDAO

She works at Altran, a French software company

ALTRAN

João

was a cashier at a gas station

BOOTCAMP #4 LISBON

Works at Logicalis, a software company

LOGICALIS

André

was unemployed

BOOTCAMP #7 FUNDAO

Works at the European Parliament

EUROPEAN PARLIAMENT

Tomás

19, NEET with high school degree, had a call center job offer

BOOTCAMP #13 LISBON

Declined a job proposal from JP Morgan in NY and works at Cofocus/Novabase

NOVABASE

COMPETITIVE LANDSCAPE

TECH HUBS

CORPORATE/UNI BOOTCAMPS

IMPACT/RESKILLING BOOTCAMPS

UPSKILLING BOOTCAMPS

CODE FOR ALL

CODE LITERACY SOCIAL BUSINESS

K12 CLASSROOM SOFTWARE

WHY CUSTOMERS CHOOSE CODE FOR ALL?

CONSUMERS

Employment rate >90%

<5 months payback

Flexible tuition payment including income sharing agreements

Life changing experience

GOVERNMENTS

From unemployment to high value employment in just 14 weeks

We attract high tech companies to the ecosystem

One-stop-shop to deploy high quality range of coding literacy solutions for children and adults

Track record in result driven financing instruments such as Social Impact Bonds

Impact assessed by independent researchers

CORPORATES

Access to top talent

State of the art programming languages and teaching methods

Professors that are practitioners

Customized corporate training

GLOBAL FOOTPRINT...

ubbu

9 COUNTRIES WITH ACTIVE ACCOUNTS MANY MORE STARTING SOON

CODE BOOTCAMPS

>4 BOOTCAMP LOCATIONS IN PORTUGAL

2 INTERNATIONAL LOCATIONS OPENING SOON

COMPANIST TRAINING ALL OVER THE WORLD

BOOSTING THE REVENUE GROWTH TRAJECTORY FROM 86% TO >160%

PROJECTIONS AFTER THE FUNDING ROUND...

	2019f	2020f	2021f
EBITDA	-1.0M	+1.0M	+4.3M
BURN RATE (MONTHLY)	-150k	-40k	+150k

218

527

905

1,306

1,611

3,650

9,650

86%

163%

2015

2016

2017

2018

LTM

2019f

2020f

EXPERIENCED TEAM

Domingos Guimarães COO/CMO

João Magalhães CEO

Diogo Cera Head of Engineering

João Monteiro Head of Product

João Barata COO

Mónica Sampaio International BD

Bernardo M. Afonso CFO

J.P. Morgan

Andre Machado COO

THANK YOU!

IF YOU ARE INTERESTED TO KNOW MORE SEND US AN EMAIL

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CONFIDENTIAL

