

Ana Manuel de Almeida

Senior Product Design • UX Research • Design Systems • AI-Assisted Design • Product Strategy

A Senior Product Designer combining strategic product thinking with insight-driven, cross-disciplinary design craft to help teams create products that deliver meaningful value for users and businesses alike. Passionate about untangling complex problems and designing considered experiences with measurable impact.

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EXPERIENCE

CleanHub

2021-26

Lead Product Designer • Berlin / Remote

B Corp preventing ocean-bound plastic pollution by funding plastic collection in coastal and river communities.

- Sole product designer across CleanHub's Impact Platform (the B2B dashboard and reporting brand partners use), the collectors' mobile app, and an internal track-and-trace tool for operations — plus the Shopify storefront.
- Redesigned CleanHub's sustainability Impact Report: 75% of visitors rated it trustworthy or highly trustworthy, and 80% of brand partners said it made them more confident communicating their own impact.
- Rebuilt the customer Dashboard from a flat feature catalogue into an action-oriented surface: cut time-to-first-meaningful-action by 30% and grew communication-pack downloads by 60%.
- Built and maintained CleanHub's design system and brand guidelines — the shared foundation across product, website and marketing.
- Ran the UX research behind every major redesign — interviews, usability testing, and behavioural analytics I pulled myself in Metabase since the team was too small to lean on dedicated data support.
- Led discovery workshops across Engineering, Customer Success, Marketing and leadership to align on problems and priorities before design work began.
- Hired and directed a marketing designer — who took over day-to-day execution on CleanHub's website after I led the initial redesign — and managed an external freelancer, growing CleanHub's design capacity beyond a single-person team.
- Integrated AI tools into day-to-day design, research and prototyping.

7Mind

2019-21

Lead Designer • Berlin

One of DACH's leading meditation and mental health mobile platforms.

- First in-house designer. Set up the design team and function from scratch, leading a full rebrand carried across product, web, and marketing surfaces.
- Built and maintained a living style guide / UI system that aligned the design, engineering, and content teams.
- Redesigned the primary marketing landing pages and blog, increasing visitor click-through rates by 70%.
- Led product discovery for an IA overhaul of the library — mapped user behavior into distinct use-case archetypes, then translated an intent-based taxonomy into wireframes and high-fidelity design proposals, with early validation from product and content.

EDUCATION

BA Audiovisual Communication Tech.

ESMAE - School of Music and Performing Arts (PT), 2009-13

UX/UI Design

REDI School (DE) 2020

SKILLS

Design & Strategy

Product design, Product strategy, UX design, UI design, Design systems, Design thinking, Interaction design, Wireframing & prototyping, Visual & brand design, Mobile app design, Web design, Motion design

Research & Validation

User research, Usability testing, User interviews, Data-informed design, A/B testing, Accessibility (WCAG)

Leadership & Collaboration

Team leadership & mentoring, Stakeholder management, Cross-functional collaboration, Workshop facilitation, Clear communication

Tools

Figma, FigJam, Framer, Webflow, ProtoPie, Adobe Creative Suite, Rive, Lottie
Dovetail, Miro, Hotjar, Metabase, Mixpanel, Fireflies, Notion, Loom
Claude, ChatGPT, Cursor — AI-assisted workflow

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EXPERIENCE CONT.

Ada Health

Lead Creative & UI Designer • Berlin

2018-19

Creative & UI Designer • Berlin

2017-18

AI-powered health assessment and diagnostic platform, used by millions globally.

- Hired as sole designer for all early-stage marketing and product expansion efforts; promoted within a year to lead the creative chapter as the team grew.
- Grew and led a 6-person creative team within marketing, setting visual direction and workflows.
- Redesigned and shipped the company website — grown from a single-page proposal into a 12-page responsive site — drawing over 500,000 unique visitors in a single month post-launch.
- Built and maintained Ada Health's brand guidelines from scratch, the foundation for the brand as the company scaled.
- Directed, produced and filmed the #TellAda campaign, which won the German Brand Award 2019, along with its secondary paid acquisition ads.
- Oversaw all of Ada Health's marketing creative — video production, performance marketing, campaigns, outdoor and print ads, and event materials.

Wayfair

2016

Motion Designer / Editor • Berlin

Global e-commerce retailer.

- Sole motion designer/editor on Wayfair's in-house creative team, producing video and motion content for marketing campaigns and the e-commerce/retail site, working alongside product and marketing design.
- Delivered fast-turnaround edits for paid social and seasonal campaigns, keeping pace with a high-volume e-commerce content calendar.

Freelance Designer, Motion and Filmmaker • Berlin & Porto

2013-17

- Delivered freelance branding, video, and motion work for international clients including L'Oréal Portugal, WeChangers (a social-impact networking platform).

LANGUAGES

Portuguese (native)

English (fluent)

German (A2)

Spanish (B1)

ADDITIONALLY

Directed and produced the short film “Quando Isto Não Estava Aqui”, selected for Curtas Vila do Conde, one of Portugal's leading international film festivals (2013).

Attended workshops in production, directing, video editing, and film history

Interests include film and tv, road-trips, hands-on hobbies such as ceramics, knitting and tufting.

Volunteer Summercamp Org & Monitor Mocamfe (PT), 2009-13