



Aveiro, Portugal

Lara Mendes

Product Designer

Contact Info

contact@laramendes.pt
laramendes.pt

Skills

User Research • Usability Testing • Journey Mapping • Wireframing • Prototyping
Visual Design • Typography • Design Systems • Design Tokens • Accessibility • Responsive Design

Tools

Figma • FigJam • Jira • Linear • Notion • Claude • HTML • CSS • Bootstrap • JavaScript • React • Lovable • Manus

Education

BSc in Multimedia and Communication Technologies 2020 · 2023
University of Aveiro

MSc in Communication and Web Technologies 2023 · 2025
University of Aveiro

Languages

Portuguese • English • Spanish

About me

Product Designer from Madeira, now living in Aveiro. No, I am not Cristiano Ronaldo's cousin, but I like to think we share the same determination. Outside work you will find me running half marathons, chasing sunsets, or explaining that Madeira is not the Azores. Glad to meet you! :)

Work Experience

mio Jan 2026 · Present
Product Designer

- Redesigned the core EV charging journeys (find, start and pay for a charge), turning the app's highest stress moments into calm, predictable flows
- Grounded design decisions in GA4 data and UX research (personas, pain points, usability testing) to prioritise the highest impact improvements
- Built and scaled mio's design system (tokens, components, typography), now the shared language across the app and the B2B products
- Set up a reusable component library and a structured Flutter handoff, cutting review cycles between design and engineering

Awards

Professional Award 2024
Media Play 2024, University of Aveiro • UX/UI Design & React

Disruptive Award: most innovative project 2024
Media Play 2024, University of Aveiro • UX/UI Design & React