

Andreia Martini

Graphic Designer · UI/UX, e-learning and presentation design

CONTACT

LOCATION

Lisbon, Portugal

WORK PERMIT

Full-time in the EU

EMAIL

info@andreiamartini.com

PHONE

+351 91 3282928

PORTFOLIO

andreiamartini.com

LINKEDIN

in/andreia-martini

SKILLS

Design

Visual storytelling

Presentation design

UI/UX principles

Typography

Accessibility

Tools

Figma

Illustrator

Photoshop

PowerPoint

Midjourney

Microsoft Office

Languages (fluent)

English

Portuguese

Ways of working

Stakeholder management

Cross-functional collaboration

Agile workflows

EDUCATION

BSc in Graphic Design

QQI Level 7

University Panamericana, Brazil,
2009 to 2012

Office Administration

QQI Level 5

Galway Community College,
Ireland, 2016 to 2017

CERTIFICATIONS

Google UX Design Professional Certificate

Coursera, 2023

Figma Training

Udemy, in progress

Instructional Design Foundations and Applications

Coursera (Illinois), in progress

Adobe Certification for Digital Publications

SENAC, Brazil, 2008

SUMMARY

Bilingual (English and Portuguese) graphic designer with a BSc in Graphic Design, a Google UX Design certificate and over 3 years creating digital assets for e-learning. I turn complex content into clear visual stories and work comfortably with global clients and cross-functional teams.

EXPERIENCE

Graphic Designer and Founder

Dec 2025 to present

VidaMedia, freelance, remote

- Apply UX principles to e-learning modules, simplifying navigation and layouts to reduce cognitive load.
- Design materials for about 3 courses per quarter for small and medium businesses, reaching over 300 active users.
- Present several visual routes and refine them through client feedback.
- Edit about 3 videos per month and use AI voiceover to shorten audio production.

Graphic Designer and E-learning Experience Designer

Jan 2022 to Dec 2025

SureSkills, remote

- Worked in a team of 8 on the visual design and animation of e-learning presentations, managing 8 to 10 courses at a time (100 to 150 slides each).
- Created infographics, custom icons and interface layouts for 80+ modules per quarter, applying typography, colour theory and visual hierarchy.
- Turned complex training scripts into visual stories with Illustrator and PowerPoint animations, and generated assets with AI tools (Midjourney).
- Kept client branding consistent and audited accessibility: type legibility, colour contrast and minimum icon sizes.
- Co-developed the company website on Wix, owning the design, UX layout and content.

HIGHLIGHTS

- Delivered 5 AI and tech e-learning projects in 6 months for Meta, Google, Microsoft and Airbnb.
- Cut design re-approvals by 30% with standardised PowerPoint templates.
- Saved about 30 minutes of rework per asset with colour palette guidelines for the wider team.
- Improved template adoption by 20% by running 20 to 25 training sessions and writing how-to guides.

Technical Advisor, iOS and macOS

Mar 2020 to Apr 2021

Apple (via Webhelp), Portugal

- Solved Tier 1 hardware and software issues in a high-volume environment, with a 90% quality and efficiency score.
- Promoted from iOS to macOS support within 5 months, after the highest iOS Tier 1 customer service results in the first month.
- Selected to mentor and train new hires after three months in the role.

Process Executive, Multilingual Ads Review

Apr 2018 to Dec 2019

Google (via Cognizant), Ireland

- Wrote accurate ad copy from client landing pages within strict character limits.
- Reviewed teammates' copy for quality, formatting and design standards.