

Nuno Spinola

PRODUCT DESIGNER · GROWTH & DESIGN SYSTEMS

Madeira Island, Portugal · On-site, Hybrid & Remote

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PROFILE

Professional Summary

Product Designer with 8 years of experience. I believe great products make everyday life easier, and I design them for B2C and B2B audiences across web, iOS and Android.

Most recently, I led the redesign of a global aviation app, helping it keep strong Day 1 retention through a high-risk monetization change. I now work alongside the Head of Growth, leading the design changes, the design system and their implementation, from paywall and web checkout to onboarding.

I bring product, marketing and engineering together from problem to release. I mentor junior designers and use AI tools such as Claude Code and Figma Make to research, ideate and prototype faster without compromising on quality.

WORK EXPERIENCE

Product Lead (Design)

AirNav Systems LLC.
Oct 2026 · Present
Remote

- Lead design changes, the design system and their implementation across AirNav Radar on mobile and web, alongside the Head of Growth.
- Design conversion flows end to end (app paywall, web checkout, onboarding, app store screens).
- Contributed to an increase in trial starts that are now converting to paid subscriptions.
- Work with a team of 4 developers and 2 QA engineers, from requirements to release.

UX/ui designer

ACIN Group
May · Oct 2026
Funchal, PT

- Designed the new iTaxas experience for public entities.
- Maintained design system components to keep products consistent and scalable.
- Collaborated with engineering teams to deliver B2B solutions.
- Redesigned key features across mobile and web SaaS applications.
- Designed landing pages for B2C and B2B audiences.

Product Designer

AirNav Systems LLC.
2025 · 2026
Remote

- Led design for a global B2C aviation platform across mobile and web, from discovery to delivery.
- Owned the redesign of the AirNav Radar v3 mobile app, improving usability, visual consistency, and feature discoverability across key user journeys.
- Helped keep early retention strong (~20% Day 1) through a high-risk monetization change.
- Designed and delivered new features (e.g. Ad-Rewards, Following Flights), balancing user needs with revenue opportunities.
- Worked cross-functionally to keep the churn increase below the ~15% forecast during monetization.
- Aligned mobile and web UX patterns and built reusable components for a shared design system.
- Mentored junior designers and took part in hiring interviews.

UX/ui designer

AirNav Systems LLC.
2024 · 2025
Remote

- Redesigned key features across mobile and web applications, improving usability and clarity.
- Created landing pages for industry events (e.g. Airspace World).
- Designed marketing assets for B2C and B2B initiatives.
- Produced user documentation for B2B digital products.

Graphic Designer

Okupámente Editora Lda.
2020 · 2024
Funchal, PT

- Designed covers for 20+ monthly publications, including educational and children's magazines.
- Developed visual systems for consistent print and digital communication.
- Mentored a junior designer.

SKILLS

Product Design
- UX/UI Design
- Interaction Design
- Prototyping
- Design Systems
- Growth Design
- Conversion Optimization

User-Centered Design
- Usability Testing
- Data-Informed Design

Collaboration & Leadership
- Stakeholder Communication
- Cross-Functional Collaboration
- Mentorship
- Agile (Scrum)

Coding Fundamentals
- HTML
- CSS
- JavaScript

TOOLS

Claude Code
Agent Workflows
Prototyping
Jira
Miro
Figma
- FigJam
- Figma Make

Adobe
- Adobe Illustrator
- Adobe Photoshop

WORK EXPERIENCE

Freelance

Vivino
Email redesign to improve conversion // 2026

pmtech
Web design // 2026

Inês Silva, Pediatric Osteopath
Web design & social media graphics // 2026

Cecília Zino Foundation
Graphic materials for the foundation's passport // 2024

Investir.pt
Brand & web design // 2023

Vestas Wind Systems A/S
Contest-winning logo project // 2021

RearViewPrints.com
Commercial posters // 2019 · 2021

Funselektor Labs Inc.
Brand & game localization (PT-PT) // 2019 · 2020

Car Illustrations
Illustrations & sales // 2018 · 2019

Additional Experience

Vestas Wind Systems A/S
Industrial maintenance and troubleshooting // 2012 · 2020

Pestana Hotel Group
Guest service and pool deck upkeep // 2012

Worten - Equipamentos para o Lar, S.A.
Customer service and inventory management // 2011

MimoVending, Unipessoal Lda
Vending machine maintenance, troubleshooting and restocking // 2008 · 2011

Jovem em Formação — Alfândega do Porto Santo Airport
Administrative support and customs operations // 2002 · 2003

Volunteer

Secretariado Pastoral da Família - Diocese do Funchal
Posters, apparel graphics and merchandise design

PAE - Padrinhos e Afilhados Especiais
Logo design and brand style guidelines // 2022

EDUCATION

Experience and interaction: UX/UI for the future
Faculdade De Ciências Da Universidade Do Porto // 2025

CERTIFICATION

Prompt Design: from concept to product
uiux.pt // 2026

Google UX design Professional certificate
Coursera // 2024

Design Thinking
Monday // 2021

TALKS

Madeira Design Meetup
Friends of Figma Portugal // 2026

LANGUAGES

Portuguese (Native)
English (Professional)
Spanish (Basic)