



Guilherme Vila Maior

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📍 Porto, Portugal

I'm a **UI/UX Designer** focused on **user interaction**.

I am motivated to design digital solutions through a human-centred-design approach, aligning product requirements with the user needs. By combining iterative prototyping and testing, I refine designs to ensure they can reach their full potential, both for the client and the user.

SKILLS

USER RESEARCH

Questionnaires, Interviews, Focus Groups, Data Analysis.

PRODUCT DEFINITION

User Scenarios, User Personas, Product Requirements.

USER INTERACTION

Information Architecture, Wireflows, Usability Testing and Iterations.

DESIGN

Low and High-Fidelity Prototyping, Developer Collaboration.



[Portfolio](#)



[LinkedIn](#)



[Youtube](#)

WORK EXPERIENCE

HIGHER TECHNICIAN | DESIGN DEPARTMENT 01/2024
Faculty of Fine Arts of University of Porto 08/2026

Worked on the project SmartAgeCare by designing and developing the website, conducting user research, co-designing and developing the SmartAgeCare Toolkit, and leading the toolkit testing sessions in Portugal. Contributed to the communication and dissemination of the project, supervised Bachelor's, Post-graduate, and Master's student groups, and facilitated participatory co-design sessions with older adults to support inclusive and user-centered development.

UI DESIGNER & FRONT-END DEVELOPER 10/2022
Rectory of University of Porto 10/2023

UI design for the university's inclusion platform within the Skills For a Next Generation project, informed by user research and usability testing. Supported front-end development with a focus on implementing gamification activities.

DIGITAL DESIGNER & CONTENT CREATOR 10/2021
Borderless Company 02/2023

Created weekly video ads for Facebook, Instagram, and TikTok, alongside social media design for e-commerce campaigns. Produced digital content and designed web experiences various international brands.

FREELANCE

Prototyping & Development 4Humanz UI Design & Development 2024 - 2025

Coro Mozart Coro Mozart de Viseu UI Design & Development 2024 - 2025

Marechal 1551 4Humanz UI Design 2025

BULL & STEIN 4Humanz UI Design 2024

'Populations' for i3s 4Humanz Board Game Design 2024

Eliot Everythink UI Design 2024

'Robot's Challenge' 3Decide UI Design 2024

Anglophone Travellers in Portugal CETAPS UI Design 2023 - 2024

'Music Of The Stars' Porto's Planetarium UI Design & Development 2022

ACADEMIC COURSE

MULTIMEDIA 10/2022
Master Degree | Faculty of Engineering, University of Porto 10/2024

Grade: 19

Dissertation: Jane Doe's Mission: A Serious-Critical Digital Game for Web Designers and Developers to Train Web Accessibility for Screen Readers

INTERACTION DESIGN, WEB AND GAMES 10/2021
Master Degree | Faculty of Fine Arts, University of Porto 06/2022

Grade: 18

Highlight: 'Anathema' (Academic project in partnership with FhP-AICOS)

COMMUNICATION DESIGN 09/2017
Bachelor Degree | Faculty of Fine Arts, University of Porto 07/2021

Grade: 19

Focus: Web Design, Branding and Video;

Erasmus: Universitat de Barcelona;

Internship: Platypus; Branding & Web Widget (FEUP-LGP)

PUBLICATIONS

Book Chapter 10.4018/979-8-3373-3531-5.ch008

'Ikigai Play – Towards an Ikigai Paradigm of Healthy and Active Ageing in Europe: Theoretical and evidence-based conceptual chapter, grounded in a meta-narrative review'

Conference 10.21125/iceri.2024.2240

'Jane Doe's Mission: A Serious-Critical Digital Game for Web Designers and Developers to Train Web Accessibility for Screen Readers'

In Book 10.1007/978-3-031-60884-1_2

'Towards Inclusion in Higher Education: The Case of the Skills for a Next Generation Project'

In Book 10.4018/979-8-3693-1614-6.ch007

'Inclusivity Play: Web Platform and Games for Inclusion and Diversity in the University – The Skills for a Next-Generation Project'

Conference 10.21125/edulearn.2023.1399

'The Social Role Of Digital Design In Inclusion And Diversity: A Reflection –In-Action Approach In The Context Of The Skills For A Next Generation Project'

LANGUAGES

Portuguese Native

English C1

Spanish B2