

Emily Iliescu

A multidisciplinary designer working across brand identity, art direction, and product design. From logo systems and campaign visuals to design systems and UI/UX for digital platforms, I bring the same eye for typography, composition, and craft to every format, translating ideas into cohesive, intuitive experiences.

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EXPERIENCE

Mammoth Analytics

Oct 2023 – Present

Product & Senior UX/UI Designer

SaaS data management platform serving technical and business users across enterprise environments.

- Led end-to-end UX for **data visualisation interfaces** including dashboards, settings panels, and CSV workflow tools, from discovery through to developer handoff using Figma
- Defined and maintained a **component-based design system**, enabling consistent delivery across product squads and reducing design-to-dev friction
- Streamlined design-to-dev handoff by organising documentation and integrating **AI-assisted workflows**, reducing friction between design and engineering
- Built **interactive HTML/CSS prototypes** for feature pages and landing flows, bridging design intent and frontend implementation
- Redesigned the platform's **Settings experience** based on analysis of support tickets, identifying recurring user pain points and translating them into a simplified interface architecture

Feazer

2023

Senior Designer — On-demand

Agency delivering design services for 10+ clients across digital, campaign, and retail environments with 72-hour turnaround.

- Delivered **50+ design projects** including websites, campaigns, and environments, managing 8+ concurrent briefs with 98% on-time rate
- Translated business requirements into user-focused solutions across **diverse stakeholder contexts**, developing strong requirements-gathering and prioritisation skills

Laserperformance

2021 – 2023

Senior Designer — Digital & Web

International manufacturing group; redesigned customer-facing digital presence across multiple brand properties.

- Redesigned **responsive web layouts** applying mobile-first methodology and CSS Grid, improving conversion paths across device types
- Developed a scalable **digital asset library** to ensure brand consistency across web, campaign, and retail channels

Anauê Agency Design

2014 – 2021

Creative Designer & Co-founder

Design agency delivering brand identity and digital projects for clients across multiple sectors.

- Co-led creative direction, client relationships, and team management, building strong skills in **project ownership and multi-stakeholder communication**
- Reduced project delivery time by 25% through structured critique cycles and milestone tracking across a 3-person team

CORE SKILLS

Brand Identity

Art Direction

Visual Design

UI / UX Design

Design Systems

Typography

User Research

Prototyping

Figma

Stakeholder Facilitation

LANGUAGES

Portuguese

Native

English

C1

French

A2

EDUCATION

UX & UI Design

EDIT – 2024

Research, wireframing, prototyping, usability testing

Master's in Design Management

IADE – 2022

User-centred & nature-centred design strategy

Bachelor's in Graphic Design

Belas Artes – 2013

Visual communication, typography, branding

Habilitation in Fashion Design

Panamericana School – 2011

SELECTED TRAINING

Agile Management with Scrum

EDIT, 2024

Design Thinking

ESPM, 2019

PORTFOLIO

View my portfolio →