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Ana Paiva

Senior Product Designer & Illustrator

ana.paiva.design@gmail.com · [+49 174 629 0656](tel:+491746290656) · [linkedin.com/in/anapaivadesign](https://www.linkedin.com/in/anapaivadesign) · [copenickerstudio.com](https://www.copenickerstudio.com)

Berlin-based Senior UI/UX Designer and Illustrator with over 10 years of experience creating user-centred digital products. Specialised in solving business problems through research, design thinking, and cross-platform product design. Experienced in partnering with global agencies and startups to deliver intuitive, data-driven, and visually engaging experiences. Strong background in multimedia design, user research, prototyping, and interaction design.

EXPERIENCE

Senior Product Designer & Illustrator — Freelance

2016 – Present

Independent designer working with agencies, startups, and founders worldwide on product design, brand strategy, and illustration.

Clients: Meta Design, AKQA, Wunderman Thompson, MVP Factory, Blush Illustrations, Digitas Pixelpark, Monday.pt, MingLabs, Dayone, Deevio, Bettermile, Shorty, AirBeamTV, Relokate, Matchwave, Vaultoro, Trustyou, Simcon, KGK.

Product Designer

2018 – 2020

MobiLab Solutions — Berlin, Germany

Partnered with engineering teams to ensure seamless product implementation for DHL and Vapiano.

UX Designer

2015 – 2017

Techstars Startups — Berlin, Germany

Provided UX guidance, developed wireframes, prototypes, and interface designs for early-stage startups.

UX Designer

2014 – 2015

Foodora — Berlin, Germany

Provided UX guidance, developed wireframes, prototypes, and interface designs during the startup's growth phase.

Design Intern 2014

Landor & Fitch — Hamburg, Germany

Contributed to visual identity and brand strategy projects at a leading global brand agency.

Design Intern 2013

Wayra Telefónica Innovation Incubator — Munich, Germany

Supported design and innovation projects within Telefónica's startup incubator programme.

EDUCATION

UX Design Certification 2017

CareerFoundry

Master's Degree in Multimedia Design 2012

University of Coimbra — Coimbra, Portugal

Bachelor's Degree in Multimedia 2009

Viseu, Portugal

SKILLS

- User research
- Information architecture
- Interaction design
- UX/UI design
- Ideation & prototyping
- AI integration in product design
- A/B testing
- Design thinking
- Design sprints
- Agile & Scrum workflows
- User needs analysis
- No-code / low-code automation

LANGUAGES

English	C1 — Professional proficiency
German	B2 — Upper intermediate
Portuguese	C2 — Native