

# Marta Mateus

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## Professional Summary

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Creative and research-driven UX Designer with an MSc in User Experience Design and a background in politics and international relations. Experienced in qualitative and quantitative research, usability testing, and end-to-end prototyping. Passionate about designing digital products that improve lives, with hands-on project work spanning mobile apps, A/B testing, and user-centered solutions. Proven ability to collaborate across teams and translate insights into actionable design improvements.

## Education

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### MSc in User Experience Design

Sept 2023 – Jan 2025

Kingston University

- Demonstrated in-depth knowledge of the user experience design process by conducting comprehensive quantitative and qualitative user research, leading ideation sessions and prototyping of digital products to enhance usability and user satisfaction.
- Dissertation: Investigated unmet needs of UK pet owners through 25 interviews and 80+ survey responses; designed a high-fidelity mobile prototype addressing identified gaps, increasing potential user satisfaction based on usability metrics.

### BSc in Politics and International Relations

Sep 2020 – April 2023

University College London (UCL)

- Mastered quantitative methods for social sciences and demonstrated in-depth knowledge of international economy and its relationship with politics.

## Experience

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### User Experience Designer - Design Lead

Feb 2025 – Jun 2025

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- Conducted user interviews and stakeholder workshops to identify user pain points in the cosmetic surgery consultation process.
- Created task flows, wireframes, and a high-fidelity Figma prototype for a mobile app that connects individuals who have undergone cosmetic surgery, enabling them to share experiences, give feedback, and build a supportive community.
- **Led a team of 4 UX designers** while working closely with the Product Owner to align user needs with product strategy and roadmap priorities.

### User Research – Internship

Nov 2024

Stealth Company – Project under NDA

- Conducted collaborative research on AI applications within a cross-functional team to identify potential business use cases and inform strategic product decisions.
- Ensured research aligned with stakeholder needs and business goals to maximize relevance and impact.

### Market Research Interviewer

Dec 2023 – May 2024

Ipsos MORI

- Conducted 30+ in-depth interviews with diverse participants to gather insights for widely used UK social and political opinion polls.
- Ensured interviews adhered to strict data collection protocols, providing high-quality firsthand user data to support ongoing research studies.

### Freelance Graphic Designer

Feb 2024 – May 2024

incognito

- Created engaging website banners and designed social media content to drive awareness for an upcoming product launch.
- Collaborated closely with clients to align design elements with marketing strategies, enhancing brand visibility and strengthening online presence.

## Skills

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Interaction Design | Design Thinking | Agile | Usability Testing | Wireframing and Prototyping | Figma | UI/UX