

André Arriaga

Next-Gen UI/UX Designer, AI Integrator & Branding

37 Years old, from Lisbon, Portugal



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Behance

LinkedIn

Professional experience

2021 - Present

Declarando

Lead Designer · Marketing

Website design, branding, graphic materials and advertising creative.

2020 - Present

Digitalsquare

UI/UX & Branding Designer · Collaboration

Bespoke websites, responsive interfaces and branding. Clients include ProConcept, Tiles in Mind, Arklam and TEC.

2015 - 2020

Pinchaaqui · Castellón, Spain

UI/UX & Branding Designer

Progressed from junior to senior designer. UI/UX, graphic design and branding for Porcelanosa, Gestilar and Realia.

2014 - 2015

Digitalworks · Lisbon, Portugal

Graphic & UI Designer

Responsive websites, landing pages and digital content for Moulinex, Casa Mateus and L'Oréal. App interface design for Medicare.

Education

2021

UX/UI Design

Lisbon School of Design

2010 - 2014

Design & Graphic Production

ISEC · Bachelor's degree

2012 - 2013

Graphic Design · Erasmus

EASD Castellón

2006 - 2009

Communication Design

Escola Artística António Arroio

Tools

CORE

Figma · Photoshop · Illustrator
InDesign · SVGator

INTERMEDIATE

Premiere · After Effects
Canva · Miro

AI TOOLS

ChatGPT · Claude · Higgsfield
Magnific · Midjourney

Languages

Portuguese · Native
English & Spanish · Full
professional proficiency

Professional Background

I'm a digital designer with over 12 years of experience in UI/UX, web design and digital communications.

Finding my direction

From an early interest in architecture to discovering design, my journey began at Escola Artística António Arroio, where I completed my secondary education specialising in Communication Design. During my studies, I discovered the versatility of the discipline and its ability to convey ideas, build arguments and contribute to society. It was also where I developed a passion for editorial design and illustration, particularly cartoons. I explored this direction throughout much of my academic life, and it continues to inform my references and the way I approach design today.

At 18, I began freelancing, combining my studies with graphic design, branding and illustration projects for small businesses and organisations such as ISCTE and Teixeira Duarte.

Developing a visual language

I went on to complete a degree in Design and Graphic Production at ISEC. With a solid grounding in design already in place, I was able to deepen my knowledge and explore different styles and approaches. This was an important period in developing a distinctive visual language and a clearer sense of how I wanted to communicate.

My degree included an Erasmus year at EASD Castellón, in the Valencian Community, where I experienced a different approach to teaching, explored new working methods and broadened my design references. Daniel Nebot and Nacho Lavernia were among the designers whose work left a lasting impression. Studying the Generalitat's visual identity, created in 1985 and redesigned in 2018, sparked a particular interest in how institutional identities are developed and evolve over time.

Later, in 2021, I complemented my professional experience in UI/UX with further training at Lisbon School of Design, primarily as an opportunity to consolidate my knowledge and exchange experiences and perspectives.

From print to digital

After graduating, I intended to join a communication design agency, building on my education and experience in graphic design, which had until then focused on print. An application led instead to an internship at Digitalworks, a digital marketing and production agency, whose CEO recognised my creative potential and offered me a place on the team.

That opportunity marked my move into digital design in 2014. I adapted quickly: within two months, I was already designing landing pages and responsive websites. My work also included social media content for brands such as Moulinex, Casa Mateus and L'Oréal. It was there that I designed my first app interface, for Medicare.

A new chapter in Spain

In 2015, faced with a difficult economic climate in Portugal and limited prospects for career progression, I decided to explore opportunities abroad. Already familiar with Spain, particularly Castellón, I applied for several roles in the region and was offered a position at digital marketing agency Pinchaaqui.

While Digitalworks introduced me to digital design, Pinchaaqui played a defining role in my professional development. Over five years working on site, I progressed from junior to senior designer, delivering UI/UX, graphic design and branding projects for brands including Porcelanosa, Gestilar and Realia. Working alongside talented professionals on demanding projects helped me deepen my skills, sharpen my judgement and refine my approach to design. The relationship of trust we built continues today through occasional collaborations with the agency.

Back in Lisbon, working across borders

In 2020, as the pandemic began, I left my employed role at the agency and returned to Lisbon. A new chapter followed when I began collaborating with former colleagues in Spain through the company they had founded, Digitalsquare. That collaboration continues today.

My work has focused primarily on bespoke web experiences and responsive interfaces, alongside branding and occasional editorial design projects. Clients have included ProConcept, Tiles in Mind, J'achète en Espagne, Arklam and TEC, among others. During this period, I also established a collaborative relationship with the agency Flat101.

Since 2021, I have been Lead Designer in Declarando's Marketing department, responsible for website design, graphic materials, branding and advertising.

Expanding my practice with AI

More recently, incorporating AI tools and agents into my workflow has allowed me to broaden my skills and work more independently across different stages of a project. Alongside UI/UX, my practice now encompasses illustration, copywriting and conversion optimisation through improvements to the user experience.

I also use AI agents to support research, explore solutions and develop code, while retaining creative direction and critically assessing the results. This has enabled me to take a more comprehensive role, from user research and experience definition through to interface design and implementation.

Bringing design into motion

In parallel, I have been developing my interest in motion design, exploring vector and keyframe animation alongside AI-generated video. I see movement as an integral part of communication and digital experiences, bringing intention to pacing, transitions and the way content is revealed.

Creativity guides the tools

I see AI as an extension of my creative capabilities. The tools are increasingly accessible, but making meaningful use of them requires intent, visual literacy and technical understanding. That combination allows me to guide the exploration, make considered choices and turn possibilities into coherent solutions for each project.