Pedro Tasca

UX & Product Designer based in London. Final-year UX/UI Design student with 10 years in hospitality behind me. I research hard, prototype in code and design for the moment things go wrong.

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Skills

Product Design: Information Architecture, User Flows, Wireframing, Interaction Design, Prototyping, UI Design, Design Systems, Accessibility

UX Research: User Interviews, Surveys, Usability Testing, Co-creation Workshops, Competitor Audits, Affinity Mapping, Personas, Journey Mapping

Service Design: Service Blueprinting, KPI Mapping, Stakeholder Management, Cross-functional Collaboration

Front-end: HTML, CSS/SCSS, JavaScript, React, GSAP, Git, Ruby on Rails

Tools: Figma, Figma Make, FigJam, Illustrator, Photoshop, Blender, Notion, Antigravity, Claude Code, Unreal Engine, Touchdesigner, Madmapper

Languages: Portuguese (native), English (fluent)

Profile

Final-year BA (Hons) UX/UI Design student at Ravensbourne University London, graduating June 2027, with 10 years of hospitality and team leadership behind me. I take projects end to end, from research and service blueprints to coded prototypes. Most recently: a native ticketing and community app for Portobello Film Festival, built on the finding that 88% of surveyed users had abandoned a purchase mid-redirect. I pair research with front-end skills (React, JavaScript, GSAP) and an AI-assisted Figma Make workflow. Looking for a junior UX / Product Designer or graduate role from summer 2027.

Selected Projects

Portobello Film Festival App | Solo Product Designer | 2026
End-to-end case study replacing fragmented third-party ticketing with an owned app experience – pedrotasca.design/pff

- Surveyed festival-goers across cultural event communities: 88% had abandoned a ticket purchase after a redirect to an external platform and 76% preferred buying online in advance, reframing the brief from “build an app” to “own the checkout”.
- Designed a native ticketing engine, community hub, sustainable travel planner (Google Maps API) and artist-led referral loop, each mapped to a measurable KPI: cart conversion, CTR, feature usage and referrals.
- Mapped a 9-stage service blueprint linking attendee journeys to backend needs (CMS, GDPR consent, APIs) to make the concept build-ready.
- Ran a service role-play and co-creation workshop that exposed a rigid, linear search flow; redesigned it for flexible event discovery.
- Took the hi-fi Figma Make prototype to a working React front-end through an AI-assisted workflow, and modelled a hybrid festival installation in Blender.

Habits – Calm Habit-Tracking App | Solo Product Designer & Researcher | 2024
Mental-health brief: helping busy professionals build habits without guilt or notification overload – pedrotasca.design/habits

- Combined a user survey, competitor analysis and behavioural-science literature to identify the two biggest drop-off drivers: lack of time and notification fatigue.
- Set the guiding principle “encouragement over expectation”, replacing streak-loss penalties with rewards for weekly consistency and personal bests.
- Removed setup friction by locking the layout after testing showed over-customisable prototypes slowed onboarding; replaced scroll-heavy dashboards with completion rings and story-style analytics.
- Delivered a UI kit with light and dark mode prototypes, and defined success metrics: time to log a habit and retention past the 66-day habit-formation mark.

Howling Moon – Collaborative Journaling Platform | Full-stack Developer | 2023
Le Wagon bootcamp capstone, built in an Agile product team

- Built a full-stack web app with Ruby on Rails, JavaScript and Bootstrap, working across front and back end with Git and weekly sprints.
- Designed and implemented a note-linking system that clusters related thoughts into a visual knowledge map.

Education

BA (Hons) UX/UI Design – Ravensbourne University London | 2024 – 2027

- Final-year focus: user research, interaction and service design, creative coding and professional practice.
- Every project delivered as an end-to-end case study, from discovery research to tested, coded prototypes.

Web Development Bootcamp – Le Wagon, London | Jan 2023 – Mar 2023

- Intensive training in JavaScript, Ruby on Rails and SQL, including integrating AI features into web apps.

Audio Engineering – Point Blank Music School, London | 2016 – 2018
Diploma in Arts – Escola Panamericana de Artes, São Paulo | 2012 – 2014

Professional Experience

Assistant Manager – Redemption Roasters, London | Oct 2024 – Present

- Co-manage a social-enterprise café that trains and employs prison leavers; onboarded and coached 10+ team members re-entering work.
- Redesigned the weekend brunch workflow, cutting average ticket times by ~20% while serving 150+ covers a day.
- Turn customer feedback into service and menu changes, applying the same observe-test-iterate loop I use in UX, contributing to a ~15% rise in weekend sales.

Head Barista – Shoreditch Arts Club, London | Mar 2023 – Oct 2024

- Introduced data-led stock tracking that reduced waste by ~25%.
- Redesigned bar workflows and trained 8 baristas for a members’ club serving 200+ guests a day.

Assistant Manager – The Lot, London | May 2021 – Mar 2023

- Trained 15+ staff in service standards and coordinated rotas for a team of 20.
- Used customer feedback to redesign service flow and upselling, growing average spend per head by ~10%.

Head Bartender – Crate Brewery, London | May 2018 – Aug 2020

- Led bar service in a high-volume venue, launched guest engagement initiatives and was voted the team’s hardest-working member.

Junior Digital Artist – Casablanca VFX, São Paulo | Jan 2013 – Jul 2015

- Prepared broadcast-ready assets in Photoshop and Final Cut Pro for TV post-production, managing file pipelines across the in-house network.

Earlier roles | 2015 – 2021
Sales Assistant, Osklen (São Paulo); Kitchen Porter, Spiritland (London); Team Member, Pret a Manger (London)