Ricardo Dias
UX Designer • HMI Researcher

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Lisbon, Portugal
19.08.1998

UX Designer specialized in multimodal interaction and HMI design for next-gen mobility. I bridge UX research and interface design to create inclusive and intuitive experiences for in-vehicle and phygital products and services.
Currently **exploring accessible HMI for autonomous vehicles through my PhD**, with industry experience optimizing complex digital platforms at scale.

Education

PhD in HCI — Accessible Interaction Models in Autonomous Vehicles
FCUL • Fev 2025 - Present

Msc in Interaction Design — Focus on HMI, Augmented Reality, and Wearables
FA-UL • Sep 2022 - Fev 2024

Technical Degree in UX\UI Design + Front-End Dev
FLAG Lisbon • Sep 2021 - Jun 2022

Erasmus+ Program in International Business and Marketing
Alpen-Adria Klagenfurt Universitat • Sep 2018 - Fev 2019

Awards and Certifications

Automotive UX/HMI Bootcamp™
AIRQUEST Studios • Jul 2025
- Topics include HMI Foundations and Regulations, Automotive UI Design Principles, Research, Prototyping and Simulation.

Awwwards + CSSAwards Nomination
Angry Ventures • Jun 2021

Languages

Portuguese • Native Speaker

English • Fluent (C1 Certification)

Key Publications

Acceptance of Autonomous Electric Vehicles as a Collective Passenger Transport: The Case of Portugal
HCII 2023: Design, User Experience, and Usability

Video Transmission Speed and Impact on Information Retention: A Pilot Study
DIGICOM 2022: Advances in Design and Digital Communication III

Using Kansei Design to Create a Predictive Model for Voice User Interfaces for Electronic Appliances
Ergonomics In Design. AHFE 2023

Professional Experience

UX Optimization Specialist
Nestlé IBS Lisbon • Apr 2024 - Present
- Led UX efforts for internal AI tool from discovery to delivery, including user research, wireframes, UI design, and usability testing, improving workflow efficiency for global teams.
- Applied mixed-method research (interviews, session analysis, heatmaps analysis) to optimize UX for flagship brands like Nespresso.

Service Designer and Innovator
Torres Vedras International School • Jan 2023 - Mar 2024
- Designed a new digital onboarding experience across website, WebVR and internal customer portal touchpoints, applying service design principles to align user needs with business processes.
- Led the initiative to integrate virtual reality into the educational curriculum, designing a reservation system, preparing classroom-ready content, testing hardware, and training teachers through hands-on workshops.

UX\UI Designer Intern
Angry Ventures • Jun 2021 - Sep 2021
- Contributed to the redesign of the agency's website, focusing on information. architecture, user flows, and interaction models for conversational navigation.
- Project was nominated for awards including Awwwards and CSS Awards.

UX\UI Designer and Developer
Freelancer • Dec 2020 - Present
- Designed and developed websites, web apps, and e-commerce platforms for startups, SMEs, and personal brands. Delivered end-to-end UX, from research and wireframing to UI design and front-end development.
- Worked closely with clients to align user needs with business goals, translating insights into structured interfaces and high-fidelity prototypes

Skills and Experience

Skill		Skill	
Rapid Prototyping & Testing	▮▮▮▮▮	Interaction and Motion Design	▮▮▮▮▯
Interaction Mapping	▮▮▮▮▯	UX Research (Qual & Quant)	▮▮▮▮▮
User Journey Mapping	▮▮▮▯	Experimental Design	▮▮▮▯
Usability Testing	▮▮▮▮	Data Visualization	▮▮▮▮
Information Architecture	▮▮▮▯	Wireframing	▮▮▮▯