Joana Lopes Mesquita

Senior Product Design Manager

Full-Stack Design · Brand Direction · AI Design Critique

Product, brand and marketing. Thoughtful design, hands-on delivery and a critical human eye.



DUAL NATIONALITY

Portuguese · Canadian

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EXPERIENCE

CogniFit
Jun 2026 – present

Associate Partner · Product & App Development

Independent wellbeing apps using CogniFit technology. Previously: multilingual marketing, landing pages, in-app design, motion and brand documents.

Senior Visual Designer · Mar 2025 – Jun 2026
Full Stack Designer · Mar 2022 – Jun 2026
Marketing Designer · Mar 2022 – Feb 2026

Taste Labs
Jun 2026 – present

Senior Designer Critique · Freelance, remote

Evaluate AI-generated design across visual quality, UX/UI, accessibility and consistency. Structured feedback and visual quality assurance.

TCPI International
Jan 2026 – present

Senior Graphic Designer · Freelance

Bilingual B2B presentations (ES/EN), institutional video and stationery. Strategy, layout, motion and delivery.

D'ALMA Farm Living
Jan 2025 – present

Branding Manager · Freelance

Brand identity and creative direction for hospitality and bio commerce: logo, colour, typography and brand book.

CarlaGonçalves · Estética e Bem Estar
Jul 2019 – present

Branding Manager · Freelance

Brand concept, logo, appointment cards, window graphics and signage.

EARLIER EXPERIENCE

Agência Modal · Graphic Designer · 2024

Promotional design and event merchandise.

DualClinic Saldanha · Head of Design · 2022 / 2023

Visual identity and clinic marketing materials.

Albinet · Graphic, Web & Interior Designer · 2021 / 2022

UX/UI, 3D, humanised plans, HTML/CSS, photo and video.

Altice MEO · Sales & Client Relations · 2016 / 2021

Sales, client communication and customer problem-solving.

EXPERTISE

Product & web

UX/UI · HTML/CSS/JS · React
Webflow · Wix · SEO/GEO

Brand & marketing

Brand systems · Art direction
Editorial · Motion · Illustration

AI & quality

Design critique · Visual QA
Automation · Prompt engineering
Custom agents

EDUCATION

Interior & Equipment Design
ESART · Degree · 2019

Web Design
Talenter Academy · 2022

Spanish, B2
Bristol School · 2020

Leadership Certification
Santander Open Academy · 2025

LANGUAGES

Portuguese · Native
English · C1 / Spanish · C1

TOOLS

Illustrator · Photoshop · InDesign
XD · Premiere · After Effects
Figma · Webflow · Wix · WordPress
Claude · ChatGPT · Codex
Gemini · n8n

Joolomee.

Launching soon.

Design, code & AI.
One independent studio.