



João Batista

based in Lisbon

Product Designer

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Open to remote • EU work authorisation • 15-day notice period

Portuguese (native) • English (professional working proficiency)

Experience

CEIIA • Product Designer, Ground Segment as a Service 02/26 – Present

Lead designer on a multi-mission ground segment platform: one instance operates several satellite constellations, where legacy systems run a single mission each. Product name withheld under NDA.

Own the design of the spacecraft control modules: Planning for task scheduling, Flight for orbit and manoeuvre prediction, Ground Stations for pass booking, and TT&C for telemetry and commanding.

Design for operators used to decades-old mission control software, modernising dense interfaces without losing the functionality and mental models they rely on.

Own the shared component library and token foundation behind the geoSystems unit's products.

LINK37 • UX/UI Designer 12/24 – 02/26

Ran design end to end, from discovery and IA through to UI and handoff, with clients, marketing, engineering and leadership.

Shipped more than a dozen client products in fast-moving distributed teams.

Creativestudios • Founder and Design Lead 07/16 – 07/24

Founded and ran my own design studio for eight years, from winning the work and shaping the client relationship through to delivery.

Designed web and mobile interfaces, brand systems and motion for startups, agencies and public entities.

ISMT, ESEV & ISEC • Assistant Professor 02/19 – 07/24

Taught Interaction Design and multimedia subjects at three Portuguese universities, part-time alongside full-time practice.

Side Project

Anvera • Founder and Product Designer 2026 – Present

Coaching SaaS for personal trainers and their athletes, designed and architected solo. Built the design system from zero: colour, type and spacing tokens, components with variants, and white-label theming for coach branding.

Education

University of Aveiro • MSc, Multimedia Communication 2016 – 2018

Instituto Superior Miguel Torga • BA, Multimedia 2013 – 2016

Practice & Tools

Design systems and tokens, information architecture, user flows, prototyping, usability testing, accessibility (WCAG), design to engineering handoff, design QA

Figma, HTML, CSS, JavaScript, Tailwind, Git, Illustrator, Photoshop, After Effects