



Sara Macedo

Senior Graphic Designer na
Yieldify

📍 Porto, Portugal

✅ Sara's availability **should be discussed**

[Portfolio link](#)

[View profile on Dweet](#)

Links

 [LinkedIn](#)

Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Hourly Consulting, Permanent Positions

Skills

Digital Designs (Advanced)

Ux/ui Design (Advanced)

Motion Graphics (Intermediate)

Illustration (Advanced)

Digital Art (Advanced)

Conversion Marketing (Advanced)

Languages

Portuguese (Native)

English (Fluent)

French (Basic)

Spanish (Work Proficiency)

About

Experienced Senior Digital Designer in London with 8 years' expertise, delivering +40% conversion rates, 15:1 ROI for global brands like L'Oreal, Philips, Adidas, M.A.C Cosmetics, and more. Passion for user-focused innovation. Ready to collaborate!

BRANDS WORKED WITH

Meireles Arquitectos

Yieldify

YouOn

Experience



● Senior Digital Designer

Yieldify | Sep 2015 - Now

- With a track record spanning thousands of businesses, I've been the driving force behind compelling design strategies and captivating user experiences.
- During my 8-year tenure as the designated designer for Philips Global, I collaborated closely with a high-calibre team and achieved remarkable results. These include 3.2 million Total Impressions, 58,000 Impression Sales, a +12% CVR Uplift, and the acquisition of +45,000 Leads. These successes were rooted in an in-depth understanding of our audience, branding, and metrics harnessed through our Conversion Platform.
- In this period, Managed a portfolio of projects, ensuring that deadlines were met and clients were satisfied with the completed work.
- I've actively contributed to team growth by recruiting, mentoring, and guiding new designers through the hiring process, all while providing training and consistently reviewing their qualitative and quantitative performance.
- My leadership played a pivotal role in a brand renaissance, where I led illustration strategies that breathed life into our brand, shaping its personality. This journey involved the development of a comprehensive brand strategy, precise positioning, and meticulous guidelines. We effectively conveyed our brand's narrative through a fresh website, revamped platform UI, and diverse marketing materials, ensuring our brand remained vibrant.
- As a manager of creative processes, I've provided art direction, instilled efficiency within teams, and crafted engaging, memorable characters that resonated deeply with our team, customers, and the market.
- Beyond Philips Global, I've led transformative experiences for online shoppers. I've honed a /2/&/2C SaaS platform, delivering remarkable results, including up to +40% conversion rate uplift and an impressive 15:1 ROI for renowned brands like L'Oreal, Philips, Adidas, M.A.C Cosmetics, Milk Makeup, Frank?Oak, Everlane, and more.
- Assisted in preparing reports and presentations for senior management, ensuring accuracy and timeliness

● Freelance Designer & Illustrator

| Feb 2010 - Now

- Created web, graphic, and icon design for small businesses;
- Personal branding for various small businesses;
- Contributed to independently printed magazines and fanzines;
- Created posters for local music festivals.



● Junior Graphic Designer

Meireles Arquitectos | Jun 2013 - Aug 2014

- Created the complete branding for the architecture bureau, which included wire-framing of the website, social media materials, and company swag;
- Developed and implemented brand strategies for each architecture project, including client presentations and a resort's complete visual identity;
- Took 3D model projects to the next level of reality via photo editing, bringing them to life.

● **Intern Graphic Designer**

YouOn | Mar 2012 - Dec 2012

- Gathered requirements and worked with small businesses from briefs to successful launch;
- Created UX/UI for websites, including UI style guides and specifications for developers.