CV of

# PEDRO RIBEIRO

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## PERSONAL INFORMATION


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| NAME | Rui Pedro Viana e Carmo Pereira Ribeiro |
| BASED IN | Viseu, Portugal - ready to relocate to Berlin |
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## PROFILE

Design leader with more than fifteen years of building products, platforms and the teams behind them, much of it in the operational layer the rest of a business runs on. Today I direct brand and product at Digital Streetz, where AI and automation run through what we build: Redação, an internal newsroom tool I designed, cut article production from hours to under an hour, and AI works beside the team as a partner/sidekick, with people making the calls. Before that I joined 32Red as Head of UX, reporting to the CEO, CFO and CTO, and after Kindred Group acquired it I led an autonomous design team across six countries, whose internal platform, Winston, was adopted across the group.

## WORK EXPERIENCE

**2024 – PRESENT (PORTUGAL / REMOTE)**

### DIRECTOR OF BRAND & PRODUCT — DIGITAL STREETZ

I lead brand and product at Digital Streetz, a studio that brings marketing, design, AI and development into one team of **30+ people**. I set the direction for each project, liaise with clients and stakeholders, from the first brief to launch, and bring in extra people when the work needs them.

- **AI-assisted ways of working** — AI works beside the team as a partner, for fast brainstorming of ideas, concepts, products and code, while people create the work, make the decisions and do the checks. The studio's design system, brand and content rules live in code and in automated checks (contrast calculated from the design tokens, icon and font coverage, translations, and content rules that fail on unsupported claims), so whatever AI helps produce is held to the same standard as everything else.
- **Redação, musica.com.pt** — Lead the design of the internal tool the newsroom runs on: one shared queue for press releases, feeds and notes that makes work easy to assign and follow, AI that structures each item but never writes the article (cloud or local model, chosen per item), and SEO analysis with NLP. It cut the time to produce an article from **hours to under an hour**, for a newspaper that reached 55,000 monthly visitors in its first year.
- **AllRisk** — Worked directly with the broker's founders, CEO and CFO on a website and back office the client runs without developers, with RAG over its own documents, content extraction, and SeguroIA, which classifies an activity with a language model and takes the mandatory insurance from a local base.

**SEP 2017 – SEP 2024 (GIBRALTAR)**

### LEAD PRODUCT DESIGNER, LEADING A "SPECIAL OPS" PRODUC DESIGN TEAM — KINDRED GROUP PLC (NOW FDJ UNITED)

Kindred already had a Head of UX when it acquired 32Red, so I became Lead Product Designer and led design for the UK market (32Red and Unibet, across Casino, Sports and Bingo), and later for European products, reporting to the Director for the UK Market (and later, the remaining markets). My team, spread across six countries, worked outside the central UX team with its own remit, and joined the central UX team in my final year.

- **Internal tools and platforms** — Winston brought content, promotions, game and provider management, CRM journeys and country-specific compliance checks into one role-based platform for teams from acquisition to segmentation. It replaced tools that slowed down or crashed at peak times, cut time to market by **59%** and integration and configuration time by **43%**, made the CMS **40%** faster, and was **adopted by other brands and teams** beyond 32Red.
- **Regulated, high-stakes journeys** — redesigning registration and the account dashboard in 2023, with Compliance & Player Safety, Data & BI, CRM and Customer Support involved throughout, lifted registrations by **27% on desktop and 35% on mobile** and cut support contacts about banking and limits by **52%**.
- **Platform change** — stakeholder and owner of 32Red's move onto the Kindred platform, and design lead of the 2024 front-end rebuild: a new design system and multi-market framework, delivered in six months.

- **People** — I hired **eleven people** (six product designers, three researchers and two information architects), and **all of them grew into mid or senior roles**. I ran the team's critiques, design reviews, retrospectives and 1:1s across locations, and its alignment sessions with stakeholders and directors.

JUL 2016 – SEP 2017 (GIBRALTAR)

### HEAD OF UX — 32RED PLC

I led UX for 32Red, reporting directly to the C-suite and directors, and designed the architecture the platform ran on, including the rules that personalised content and bonuses for each player. Kindred Group acquired 32Red in June 2017.

JUN 2015 – APR 2016 (PORTUGAL)

### LEAD PRODUCT DESIGNER — TEE TIMES GOLF AGENCY & TOURS — VILAMOURA

I unified three non-responsive booking sites and three brands into one platform with live tee-time availability across Portugal and Spain, owning product design and staying hands-on through the front-end build.

NOV 2009 – JUL 2014 (UK)

### BRAND & DESIGN MANAGER — ROTOLIGHT / APPLEWORLD DISTRIBUTION

Brand manager, designer and developer in one: I owned the identity and the marketing direction, and led the design of Magic Eye, the app that controls the Anova lights over WiFi. The Anova and Magic Eye won three industry awards (Cinec 2012, BKSTS 2013, Cinegear 2013).

## CORE SKILLS

**DESIGN LEADERSHIP**
Distributed teams across six countries, hiring and career development, critique and review standards, rituals and 1:1s, partnering with senior product, engineering and executive leadership.

**SERVICE DESIGN FOR INTERNAL TOOLS**
Back-office tools and dashboards that speed up features and content, role-based and compliance-heavy workflows, gamified content, research with internal users, A/B testing and analytics.

**AI-ASSISTED DESIGN & BUILD**
A second mind for fast brainstorming of ideas, concepts and code, with people deciding and checking: Claude Code, opencode, Cline in VS Code, Claude Design, Google Stitch, Ollama, vLLM, llama.cpp, Open WebUI and ComfyUI. In the product: RAG, classification against a local base, structured extraction, human review by design.

**DESIGN SYSTEMS & PLATFORMS**
Tokens, component libraries and platforms adopted across teams and brands; multi-brand, multi-language and multi-currency frameworks.

**TOOLS**
Figma, PenPot, Miro, Jira, Confluence, UserZoom, UserTesting, Optimizely, Adobe and Google Analytics, HTML, CSS, JavaScript, PHP, SQL, WordPress, VSCode, Notepad++ and others.

## TALKS & RECOGNITION

**Most Technically Impressive Hack** — £750 prize for donate.gi, a donations platform for local charities, Oct 2019 // **UX talk** — GibDevs, Gibraltar, 2019 // **Presentations, workshops and talks** — 32Red, Kindred Group and FDJ, 2016–2024

## EDUCATION & LANGUAGES

**LIC/BA Plastic Arts & Multimedia** — Instituto Politécnico de Viseu, 2005–2009 (design, HCI, psychology of visual perception, web and multimedia) // **Computer Engineering, 3 years completed** — Instituto Politécnico de Viseu, 2000–2004 (HCI, systems analysis, programming)

**Portuguese** (native), **English** (very good, spoken and written), **Spanish** (good), **French** (working knowledge).

**SELECTED CASE STUDIES AT WWW.SHANG-HIGH.NET: LEADING DESIGN FOR 32RED · WINSTON CMS · REDAÇÃO · ALLRISK**