



PERSONAL INFORMATION

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MY PROFILE

Head of Brand, Creative & Product with 15+ years of experience shaping digital products, brand systems and customer experiences that deliver business impact. I combine strategic leadership with hands-on design and product thinking, aligning stakeholders, teams and execution around clear commercial and user goals. My background spans high-scale digital environments, cross-functional team leadership, and the development of coherent experiences across product, marketing and brand touchpoints.

WORK EXPERIENCE

MARCH 2025 UNTIL TODAY (PORTUGAL) :

FOUNDER - MUSICA.COM.PT - VISEU, PORTUGAL

Launched and lead musica.com.pt, a digital hub celebrating modern music, festivals, and emerging artists. I drive product vision, editorial strategy, SEO, and growth initiatives, shaping the site's voice, brand, and long-term monetisation roadmap. Hands-on in content creation, artist interviews, festival coverage, and community-building features, I combine creative storytelling with data-informed decisions to turn ideas into engaging, scalable digital experiences.

SEPTEMBER 2024 UNTIL FEBRUARY 2025 (PORTUGAL) :

ASSISTANT GUEST TEACHER - ESEV/IPV - VISEU, PORTUGAL

Taught Sound Design and Multimedia within the Plastic Arts & Multimedia programme, guiding students through audio production, storytelling, and mixed-media experimentation. Simplified complex topics such as frequency, spatial audio, and digital workflows, helping students build confidence with professional tools and creative processes. Mentored individuals and groups, fostering collaboration, critical thinking, and cross-disciplinary practice linking audio, visual media, and user-centric design.

Highlights: Led modules covering History of Sound, Game Audio, Web/Mobile Audio, Creative Audio Design, Editing/Mixing/Mastering, and supervised hands-on projects including soundscapes, podcasts, video narratives, and interactive installations.

JULY 2016 UNTIL SEPTEMBER 2024 (UK/GIB) :

LEAD PRODUCT DESIGNER - KINDRED GROUP PLC - UK, GIBRALTAR

At Kindred Group, I played a key role in defining the user experience for the UK Market products across Casino, Sportsbook, and multiple player-lifecycle touchpoints. I led cross-functional teams in turning business goals and user needs into coherent, high-performing interfaces and journeys. My work spanned environment and architecture planning, research, design systems, and the creation of scalable user flows that strengthened product strategy.

Across several major initiatives, I delivered measurable impact, including a 27% increase in registration success on desktop and 35% on mobile, a 26–31% improvement in step-to-step registration retention, and a 36% rise in FTDs within 24 hours. Improvements to the User Dashboard achieved a 52% reduction in Customer Support contacts related to banking, withdrawals, and limits, alongside 10/10 user interview feedback and 10/10 business value ratings.

On the internal tooling side, CMS optimisation led to 35–40% faster page-load performance, a 59% reduction in time to market, a 43% decrease in integration and configuration time, and 13–35% gains in front-end performance under load, supported again by 10/10 user satisfaction and 10/10 business value.

I worked closely with stakeholders, product owners, and directors, ensuring alignment across development and cross-functional teams. Through mentorship, communication, and a user-first mindset, I contributed to the evolution of both internal platforms and customer-facing products, supporting long-term growth and operational efficiency.

JUNE 2015 UNTIL APRIL 2016 (PT) :

BRAND AND PRODUCT MANAGER - TEETIMES.PT (PT) :

At Tee Times Golf Agency and Tour Operator, I acted as Head of Brand and Product for the digital experience, shaping the environment and architecture for the company's websites and aligning product strategy with company goals, user needs and brand identity. I set direction for user flows, wireframes, prototypes and design systems across platforms, combining strategic leadership with hands-on design to improve the booking experience and support the company's objectives in the Iberian golf and tourism sector.

NOVEMBER 2009 - JULY 2014 (UK) :

BRAND AND PRODUCT MANAGER - ROTOLIGHT / APPLEWORLD DISTRIBUTION (UK) :

During my time at Rotolight, I led brand and product across digital and marketing channels, aligning product strategy and design with business goals and user needs. I managed the full spectrum of website and app development, including graphics, creatives and marketing materials. Responsible for presenting strategies and designs to business owners, I ensured that the brand's standards were upheld across various media while coordinating with third parties and suppliers to deliver printed, digital and video assets on time.

I was also responsible for the UI of the Rotolight Magic Eye iPhone / iPad app, an application designed to control one of the company's most successful and award-winning products, the Rotolight Anova, used across major industry shows such as CINEC, NAB, CINEGEAR and IBC, as well as by many photography and videography associations and societies.

ENTREPRENEURSHIP

MARCH 2015 UNTIL TODAY (GLOBAL, ONLINE)

FOUNDER, DIRECTION, PRODUCTION AND MUSIC - LANDSCAP3.COM

Landscape3.com is a music label founded by me, dedicated to championing music releases and extending support, tutoring and counselling to fellow performers and audio services. This approach encapsulates a comprehensive array of offerings, spanning composition, mixing, mastering, production, and direction/art direction. Landscape3.com emerges as a creative hub that not only showcases my musical endeavors but also serves as a collaborative space for artists and audio professionals.

MARCH 2007 UNTIL TODAY (GLOBAL, ONLINE)

FOUNDER, CONSULTANCY - DIGITALSTREETZ.COM

Digitalstreetz started in University around 2007, as a platform for collaboration and divulgation of work by artists and talents. As time passed by and distance from home got bigger, was impossible to keep it running with such direct ties to the community, it eventually became an umbrella for many projects that are born from collaboration with others or commissioned works and consultancy for businesses and individuals alike.

Some of the projects done under the digitalstreetz.com umbrella:

Landscape3 - UX / UI , Lead Designer, Web Development, - August 2014.

Wit - UX / UI for mobile + web app - March 2015 - May 2015

Nomads Crafts - ID, UX/UI, Web Development - November 2014 - May 2015

Mandelbrot Zoo - ID, UX/UI, Web Development - September 2014 - January 2015

Naturaldisasters.online - ID, UX/UI - June 2021

Pin.com.pt - ID, UX/UI - January - March 2022

EDUCATION

LIC/BA @ ARTES PLASTICAS E MULTIMEDIA (PLASTIC ARTS AND MIXED MEDIA) - ISCED 2011 Level 6

Key / favorite subjects : Design, HCI (Human Computer Interaction), Psychology of visual perception, Creative Writing, web+multimedia
Instituto Superior Politecnico de Viseu - Escola Superior de Educacao

2005 - 2009

MACROMEDIA DREAMWEAVER, FLASH, FIREWORKS - ISCED 2011 Level 4

Escola FLAG - Lisboa

3 Months - Aug to Oct. 2004

3rd year @ COMPUTER ENGINEERING - ISCED 2011 Level 5

Key / favorite subjects : HCI (Human Computer Interface), System analysis, Web development, all coding related subjects

Instituto Superior Politecnico de Viseu - Escola Superior de Educacao

2000 - 2004

CORE SKILLS

LEADERSHIP:

Vision, Innovation, Empathy, Communication, Collaboration, Design and Strategic Thinking, Problem Solving, Decision Making, Adaptability, User Research, Mentorship and Coaching

PRODUCT DESIGNER:

Visual Design, Interaction Design, User Flows, Wireframing, Prototyping, Usability/Accessibility Principles, Color Theory, Typography, Iconography, Information Architecture, Animation and Micro Interactions

TECHNICAL / HARD SKILLS:

Figma, Adobe Creative Cloud (After Effects and Photoshop), Atlassian Suite (Jira, Confluence, ...), Miro, Balsamiq, Invision, UserZoom, User Testing, Optimizely, Adobe Analytics, Google Analytics, HTML 5, CSS, JS, PHP, SQL, Ableton Live, and more!

AI & Automation

Applied AI for product, brand and content: frontier and hosted models, local LLMs (including Ollama), prompt and workflow engineering, multi-agent orchestration, Retrieval-Augmented Generation (RAG) systems for grounded answers, and ComfyUI pipelines for image and video generation.

INTERESTS / OTHER SKILLS / ADDITIONAL INFORMATION

Audio and Music Production
Video Capture and Production
Listening to Music of all sorts
Contemporary Art, Theatre and Performance
Travelling and meeting different cultures

SPOKEN / WRITTEN LANGUAGES :

Portuguese (mother tongue), English (Very good, both spoken and written), Spanish (Fairly good, both spoken and written), French (Acceptable, both spoken and written).

REFERENCES AND WORK EXAMPLES AVAILABLE UPON REQUEST OR PLEASE VISIT WWW.SHANG-HIGH.NET.