



Sara Macedo

Senior Graphic Designer na Yieldify

Porto, Portugal

[Portfolio link](#)

[View profile on Dweet](#)

Links

[LinkedIn](#)

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 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.