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My name is Rui Ferreira, and I'm a *creative technologist* based in Lisbon.

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Experience

- 6/2025 - present

Creative Technology Lead
Oliver Wyman (Consulting)
Lisbon
- 12/2023 - 6/2025

Senior Creative Technologist
Superside (Advertising)
Remote
- 2021-2023

Creative Strategist
WYcreative (Advertising)
Lisbon
- 2019-2021

Program Lead
Innovation & Entrepreneurship (Education)
Polytechnic Institute of Bragança
- 2019-2021

Researcher & Lead Facilitator
Innovation & User-centered Design
Polytechnic Institute of Bragança
- *previous*

Education

- 2020 *Post-Grad*

Innovation Management
Polytechnic Institute of Bragança - **Portugal**
- 2018 *Training*

Coaching Pedagogical Development
Tampere University of Applied Sciences
Finland
- 2018 *Post-Grad*

International Business Management
Tampere University of Applied Sciences
Finland
- 2018 *Bachelor's*

Marketing
Polytechnic Institute of Bragança
Portugal

About me

I started as a copywriter but soon enough I realized that none of my taglines were making consumers laugh or emotional. I shifted into marketing, then service design, and after a few years spent in academic research, I landed in creative strategy, where I've found the most fertile ground for my experimentalist side.

What I've learned over time is that I enjoy building creative concepts around cool and exciting new tech I'm discovering at the moment. I became something that, years later, I learned is called a **creative technologist**.

Interests & Skills

- Creative tech** *prototyping*
- Creative strategy** *concepting*
- Experience Design*
- Media*
- Education*

Languages

- Portuguese (Native)
- English (Fluent)
- Spanish (Proficient)
- French (Basic)
- Python* (basic)

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