

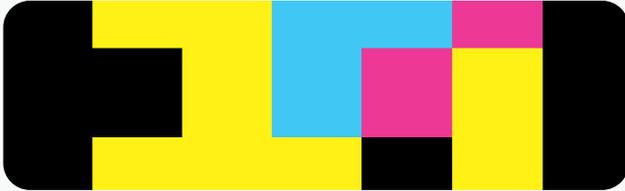


Jaime Mascarenhas

Web and product designer, Google-certified UXer

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Tech-fluent, efficient content creative with an eye for detail. Born in the 80's. Portuguese-Icelandic citizen, living in Iceland since 2017. Currently a member of hafnarhaus.



Improving accessibility for the blind and the visually impaired

Winner of Reykjavík Soup @ nordicsoup.org

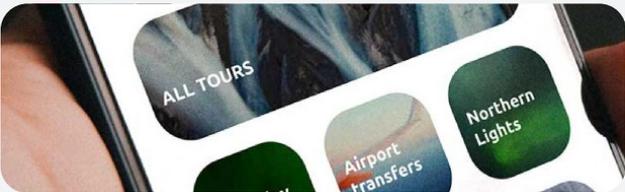
Know more



Ekkert að gera?!

All events happening in Iceland in one single place

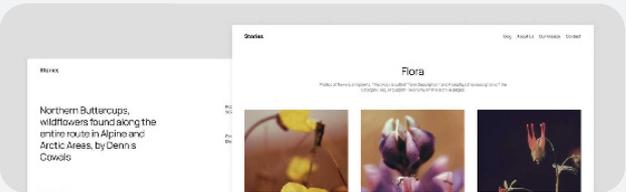
Know more



Visit the Nordics

Your trip to the Nordics - all in one place

Know more



Child theme for Twentytwentyfive

WordPress made easier

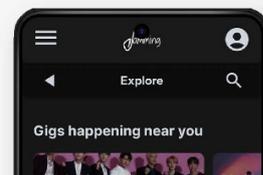
Know more



More accurate direction indicators for Google Maps

Making safety more accessible for all.

Know more



Jamming

Connecting musicians to bands, their supporters and venues - locally.

Know more

TOOLS AND SKILLS

Web design

Wordpress
Elementor
Woocommerce
Wixstudio
Webflow

Website management

Cloudflare
Caching configuration
DNS configuration
Email configuration
PHP MyAdmin
Database cleanup
cPanel

Product design + branding

Adobe Photoshop
Adobe Illustrator
Adobe Lightroom
Adobe Indesign
GIMP
Inkscape
Canva
Krita
Figma

Coding languages

php
html
css
js

AI tools

vibe coding

Analytics

Google Analytics
Meta Business Suite
Microsoft Clarity

SEO

Ahrefs
Google Search
Console
Speed Insights
Tag Manager
Bing Webmaster Tools
Yandex Webmaster

PPC

Google Ads
Meta Ads
Bing Ads

Social media

Facebook Pages & Groups
Instagram Pages & Profiles
Google MyBusiness
LinkedIn
Reddit
Threads
TikTok
Snapchat

Content writing

Sales copy
CTA (Call-to-action)
SEO copy

ABOUT ME

Self-motivated and adaptive
Efficient
Proactive solution maker
Persistent and patient
Team worker
Meticulous with an eye for detail
Punctual
Responsible
Creative
Innovative

LANGUAGES

English // Distinguished
Icelandic // Intermediate
Portuguese // Native
Spanish // Advanced
French // Advanced
Czech // Novice

RECENT PROJECTS

2025

Improving accessibility for the blind and the visually impaired * winner of Reykjavik Soup @ nordicsoup.org
Iceland— Project management for grants
jaimemasc.com/bringing-visual-art-to-blind-and-visually-impaired-people

By integrating a cohesive system of tactile flooring along with digital QR-Codes in the city, the blind and visually impaired population are able to navigate independently, outdoors and indoors, without assistance, being able to use services on their own, such as museums, coffeeshops, bakeries, supermarkets, hospitals, etc. This results in a better integration of the blind population, while empowering their independent living.

2025

Ekkert að gera?!
Iceland— Web Designer, Webmaster. Vibe coding project (python / linux / cron / wordpress)
ekkertadgera.is

Built event scrapers in python using beautifulsoup and selenium. Integrated all of them into an xml and scheduled its coordination with Wordpress query loops. Developed dynamic filters. Designed the dynamic query loops to display the events' information. Currently developing a login system to integrate external event posting. Road map includes a monetization system and the integration of Facebook events.

2021 - 2024

Visit the Nordics
Iceland— Web Designer, Webmaster. Content Creator and Content Manager
visitthenordics.com

Designed the website, integrated the online store via Bókun and managed the blog. Built from scratch using Wordpress, reflecting the company's image as it grew. Managed CDN and caching settings for optimal performance. Designed the logo and ads for platforms such as Instagram or Facebook stories. The company was promoted through SEO management, organic social and paid advertisement. I built and managed Social Media Channels, such as a 55k+ Facebook user community and Facebook groups (>10k), and a 4.5k+ followers Instagram account. Automated the blog with the use of AI and cronjobs.

Since 2020

jaimemasc.com
Remote— Freelance web designer, content creator and digital marketer
jaimemasc.com

Developing web solutions since 2020. I have designed mobile apps such as Jamming, multiple websites such as Visit the Nordics, Gustav Elf, ECC, elements4travel and others. I have created content for brands such as Visit the Nordics, FlirtYarn and others. Developed a child theme for Wordpress' theme 2025. Developed a case-study for the better usage of Google Maps navigation.

Before all that, I studied Psychology (B.Sc.) and worked in restoration as a Chef. as a Tourism manager and as a Shift-manager for an Icelandic chain of hotels.

EDUCATION

2007 - 2012

University of Lisbon, Portugal — BSc Psychology
[Diploma](#)

Bachelor of Science degree focused on the scientific study of the human mind and behavior. It covers topics like cognitive processes, brain function, development, mental health, language and social interaction, research methods, statistics, data analysis. Research foundations for the best UX Research practices.

SOME OF MY OTHER CERTIFICATIONS

2021 - 2022

Google — UX Design
[Diploma](#)

Seven courses, developed by Google, that include hands-on, practice-based assessments and are designed to prepare professionals for roles in UX design. Graduates can complete the design process from beginning to end: empathizing with users, defining their pain points, coming up with ideas for design solutions, creating wireframes and prototypes, and testing designs to get feedback.

2024 - 2025

CALARTS, California University of the Arts — Graphic Design Specialization
[Diploma](#)

The goal of this specialization is to equip learners with a set of transferable formal and conceptual tools for "making and communicating" in the field of graphic design. This core skill set will equip learners for formal studies in graphic design, and a starting point for further work in interface design, motion graphics, and editorial design.