



Eduardo Sardinha

Lisbon, PT

Portfolio ↗

UX Research

Product Design

Clinical Psychology

Project Management

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PROFILE

I work at the intersection of mental health, UX, and applied psychology: product design, UX research, and behavioural evidence to reduce barriers to a seamless user experience. I've run studies, built MVPs, and worked with companies, schools, universities, and psychologists to test real interventions. PhD-level clinical psychology research, Erasmus+ project work, and hands-on product development across mobile, web, and low-code tools, including Hopli, where I designed digital tools to make psychological support easier to start and stick with. I focus on what people actually do, cut what doesn't work, and build products that prove their value in the real world.

EXPERIENCE

Work

UX Designer & Project Manager

INETE, Instituto de Educação Técnica

Oct 2025 to Present

Lisbon, PT

- Led UX and product design for F3 (Erasmus+ KA220-VET): ground-up F3 website redesign, EWS integration, trainings catalog, results area, and blended course UX, unifying research outputs, tools, and partner materials for six countries.
- Redesigned and structured the Early Warning System screening tool with psychologists, teachers, and students: user flows, role system, mobile experience, and features for school sharing and psychologist contact in VET schools.
- Built and shipped an internal Erasmus+ KA1 document generator (Excel to Contract + Europass batch ZIP), reducing mobility prep from hours of copy-paste to a single validated upload.
- Presented EWS and F3 tools during international mobilities at INETE; supported teacher engagement and school-wide mental health initiatives.
- Represented INETE at transnational partner meetings (including Nova Gorica, Slovenia); aligned deliverables and workstreams across five international partners.

Founder

Hopli

Nov 2025 to Nov 2026

Lisbon, PT

Hopli is a digital mental health platform bridging the gap between self-help and therapy through guided self-help. I lead the end-to-end product delivery cycle, from MVP definition and UX-informed requirements to pilot execution and continuous iteration.

- Led end-to-end MVP delivery, integrating social features, journaling, and therapist exercises and feedback through chat.
- Planned and facilitated UX research with students and psychologists to identify key barriers in help-seeking, translating insights into prioritized, scalable interventions.
- Structured pilots with university psychology departments to validate adoption among students and GAPS, coordinating partner inputs and learning loops.
- Owned roadmap and go-to-market planning, aligning university partnerships, therapist onboarding, and community growth around clear delivery milestones.

PhD Student in Clinical Psychology

Ispa, Instituto Universitário, INTEC, FCT (Scholarship)

Sept 2022 to Aug 2024

Lisbon, PT

- Led end-to-end research and product development of a mobile application promoting mental health help-seeking behaviour, managing study timelines, evaluation plans, and cross-disciplinary collaboration between IT and psychology experts.
- Planned recruitment and conducted 16h+ of qualitative interviews with 24 participants, coordinating data collection and performing thematic analysis on usability barriers and facilitators.
- Translated research findings into product requirements, designing core features such as digital goal contracts, self-monitoring tools, in-app prompts, and reward mechanisms.
- Developed a wireframe and UI design mock-up for Click!, in Flutter Flow, coordinating iteration cycles with IT and Psychology experts.
- Led a systematic review of commercially available mental health apps, planning an RCT and operationalizing the app's evaluation protocol and success criteria.

UX Researcher and Designer
INTEC, Instituto de Tecnologia Comportamental

Sept 2021 to Aug 2022
Lisbon, PT

- Designed a low-fidelity wireframe and feature map for a university-targeted mental health mobile app.
- Conducted a survey with 200+ participants, uncovering usability barriers through user personas and customer journeys.
- Developed a mental health app business model, submitted to the Luso-American Development Foundation, collaborating with a UX Researcher, Product Manager and Psychologist, structuring business and technical roadmap.

Trainee Social Psychology Consultant
Factor Social

Sept 2020 to Jul 2021
Lisbon, PT

- Managed the delivery of 5 Adult Education Erasmus+ KA2 projects, coordinating European partners and aligning scope, activities, and timelines; conducted stakeholder interviews on emotional literacy and access to care, translating insights into intervention concepts and actionable workstreams.
- Used survey results to map pain points, engagement patterns and user preferences, and to structure the intervention plan.
- Submitted the Erasmus+ KA2 project "Young and Mentally Literate", aimed at health literacy, defining objectives, roles, and the implementation approach with 4 European partners.
- Collected 100+ participants responses through in-person questionnaires on environmental preservation, feeding the needs analysis and engagement model.

EDUCATION

MSc Cognitive and Social Psychology, BSc Psychology
Faculty of Psychology, University of Lisbon
Sept 2014 to Jul 2021 · Lisbon, PT

CERTIFICATES

- Google UX Design Professional Certificate  Google · Feb 2026
- Introduction to Design Thinking  NAU · Mar 2026
- Psychologist License No. 28725 (OPP)  OPP · Portugal

TOOLS & STACK

(Languages & UI · Backend & analytics)

- TypeScript JavaScript HTML CSS Python
- Flutter React Next.js Tailwind Figma
- Supabase Vercel Netlify GitHub Stripe
- Clerk PostHog Hotjar Tally Cursor

LANGUAGES

Portuguese Native

English Proficient

Spanish Professional

RESEARCH & PM

User interviews, focus groups, usability testing, surveys, personas, user journey mapping, thematic analysis, A/B testing, RCTs, heatmaps, session replay, analytics dashboards, Miro, Maze, Dovetail, Hotjar, PostHog, SPSS, MAXQDA, Power BI, Jira, Agile/Scrum, Notion.

HOW I WORK

- Curiosity.** I figure out what I don't know and analyse core issues to design meaningful solutions.
- Authenticity.** Clear communication and challenging ideas when needed, so problems get solved.
- Precision.** I refine and rethink until the work hits the standard I believe in.

DEVELOPMENT

Activity map

DAILY TOOL



4.22B

Total tokens

200

Active days

21.1M

Avg / active day

165.9M

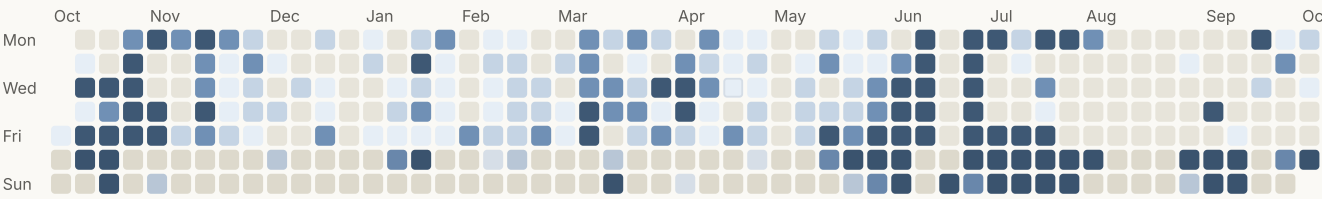
Busiest day (Jun 24, 2026)

14 days

Longest streak (May 2026)

Past year

Oct 3, 2025 – Oct 3, 2026



Less     More