

Luís de Carvalho Campos, Engineer, working for the Banco de Portugal for 8 years in the Communication Department, as head of Digital Channels. Since he joined the Bank he's been involved in revamping the digital channels and developing strategies to reach wider audiences and to deliver great digital experiences. Over the past 8 years he was deeply involved with developing new digital channels with particular focus on user needs, usability and user experience. Along with that he is currently developing a new strategy for better communicating and disseminating statistics with particular focus on social media.

Before joining the Bank he worked as a Business Analyst and Business Process Consultant 12 years for big IT companies. He has also worked at a Service Design Thinking team in a global digital company in projects around the globe.