



Antonio Moreira

Guest Experience Designer

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Work Experience

HOTA Home of the Arts

Visitor Experience Manager

Gold Coast, Australia

Leads the Visitor Experience portfolio across the HOTA precinct, driving operational excellence and audience engagement. Shapes a culture of service, inclusion, and continuous improvement while embedding data-led strategies to enhance visitor and employee experiences.

- Oversees daily operations, service standards, and budget planning for a multi-layered Visitor Experience team.
- Coaches and develops Coordinators, Officers, and Ambassador teams to deliver seamless and inspiring visitor interactions.
- Implements feedback systems and data analysis to inform experience design and strategic decisions.
- Fosters cross-department collaboration, aligning visitor experience with organisational goals and cultural values.

Optus

Customer Experience - Service Designer

Gold Coast, Australia

Bringing alignment and consistency on the application of Service Design, UX and/or UI methods, standards and tools across the squads, is part of my role to ensure Optus products, services and interfaces follow the CX design principles making customer & employee experience central to every design.

- Influence collaborators across the organisation on importance of effective customer experience
- Take customer and business research to craft new and optimise existing user journeys
- Make customer experience central through design and effectively measure impact

Cirque du Soleil - Tapis Rouge | Quidam

VIP Experience Manager

Touring, South America

Led operations for the exclusive VIP marquee, delivering world-class experiences for 5,000 guests weekly. Ensured premium service, operational excellence, and seamless brand alignment with Cirque's signature magic and enchantment.

- Managed day-to-day operations of the VIP marquee, ensuring seamless guest experiences and premium service delivery.
- Coordinated catering, beverage services, parking, security, and meet-and-greet events for VIP patrons.
- Supervised FOH staff, including recruitment, training, scheduling, and performance monitoring.
- Ensured compliance with food safety regulations and local health standards.
- Monitored inventory, merchandise displays, and cash handling for VIP services

Education

RMIT University

Grad. Cert. in Service Designer

DEC 2022 - Present, Online

Interaction Design Foundation

User Research - Methods & Best Practices

FEB 2022 - APR 2022

CX Academy

Professional Certificate in CX

NOV 2021 - JAN 2022

Melbourne University

Grad. Cert. in Arts & Community Practice

JUL 2014 - JUN 2015

Volunteer

Estrela do Mar Inc

Founder & Director

We teach rhythm, song & movement at regular workshops, promoting a living tradition of maracatu in a local context so that we advocate for social inclusion, break cultural barriers and facilitate engagement through usage of art we to further develop local communities culturally.

Multicultural Arts Victoria

Cultural Producer

Assisting planning, attending and coordinating meetings and events; helping identifying community, assets, issues and needs and making contact with communities to encouraging participation in activities