João Fonseca
Product Designer

My portfolio
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Linkedin

Experience.

Current Focus – Product Designer
2023 – Current

Currently pursuing a postgraduate program in Digital Experience Design, with a focus on UX/UI principles, responsive design, and front-end fundamentals (HTML, CSS,). Actively exploring automation, design systems, and process optimization.

Real Hotels Group – Design Intern
Feb 2022 – Sept 2022

Designed 15+ print and digital assets (banners, flyers, social media graphics) for major corporate events, increasing audience engagement and brand visibility. Collaborated cross-functionally as the most junior designer, contributing to process improvements and creative alignment across teams.

Projects

Wise Circles – D&AD New Blood Brief – Product Designer
Jan 2025 – Mar 2025

Designed a feature that simplifies group payments for travelers. Led user research, UX strategy, and UI prototyping in line with Wise's brand.

ChatGPT – Prompt Navigation & Snippet-Saving Feature – Product Designer
Dec 2024 – Jan 2025

Redesigned ChatGPT's interface to improve usability in long conversations. Created a highlight-and-save system to help users organize key prompts.

University Website Redesign – Design Systems & Navigation – Product Designer
Nov 2024 – Dec 2024

Improved navigation and content structure for a university website. Focused on information architecture, accessibility, and responsive design.

Education.

Post-Graduate - Digital Experience Design – Faculdade Das Belas Artes
Sept 2024 - Present

Master Degree - Design Management – IADE
Sept 2020 - Jun 2023

Bachelors Degree - Multimedia Art – Faculdade Das Belas Artes
Sept 2015 - Jun 2019

English Level C1 (CEFR) – Cambridge Certificate
Reading: 199 (B); Use of English: 193 (B); Writing: 183 (C);
Listening: 190 (C); Speaking: 194 (B)

Tools.

UX Design	Prototyping	Figma	AI-Enhanced Design Workflows
UI Design	HTML/CSS	Cursor	
Design Thinking	Premiere	Visual Studio	
Photoshop	Illustrator		