

João Fonseca

Digital Product Designer

Lisbon, Portugal • Willing to relocate

Product Designer with a background in multimedia art, digital experience design, and a strong interest in fintech and product operations. Experienced in end-to-end digital projects and agile workflows. Skilled in collaboration, user research synthesis, and communicating effectively across stakeholders.

Experience

Mar 2025 – Present

Freelance Product Designer - Fintech & AI

Designed AI-based features improving UX in tools like ChatGPT and language apps. Developed 3+ end-to-end case studies focused on fintech, AI, and emotional UX, combining research, flows, and UI in Figma/FigJam.

Sept 2022 – Sept 2024

Thesis & Career Transition

Conducted 20+ user interviews and led desk research exploring creative workflow optimization for diverse teams.

Focused on redefining creative workflows and design processes within teams.

Feb 2022 – Sept 2022

Real Hotels Group

Unified brand identity across 10+ hotel properties by designing reusable templates and digital collateral for web and print.

Delivered high-impact visual content aligned with marketing goals, increasing brand consistency across campaigns and platforms.

Projects

Jan 2025 – Feb 2025

Wise Circles - Fintech

Conducted 6 user interviews and gathered over 50 survey responses to uncover pain points in group expense management.

Designed and prototyped a feature projected to reduce coordination time by 40% during shared travel payments.

Improved task success rate by 25% in testing after refining core user flows and interaction design.

Apr 2025 – Jun 2025

Spoke - AI Language Learning App

Designed a chat-based AI flow to reduce user anxiety in conversation.

Designed to improve user confidence via AI scenarios — validated in user interviews, 80% of testers preferred this format.

Education

Post-Grad Program - Digital Experience Design

UL - Faculdade Das Belas Artes

Sept 2024 – Jun 2025

Master Degree - Design Management

IAADE - Faculdade de Design, Tecnologia e Comunicação

Sept 2019 – Sept 2023

Bachelor Degree - Multimedia Art

UL - Faculdade Das Belas Artes

Sept 2015 – Jun 2019

(+351) 913571930

jpedrolimafonseca@gmail.com

<https://joahaas.github.io/Portfolio/>

www.linkedin.com/in/joafonseca-ux/

Skills

Hard Skills

A/B Testing • Rapid Prototyping • Data-Informed Design • Design Systems •

Soft Skills

Collaboration with cross-functional teams
• Design critiques & iteration • Attention to detail

Tools

Figma • Adobe Creative Suite • Notion •
AI tools (Runway; Chat GPT; Figma Make;
Cursor AI)

Hobbies

Reading • Video Games • Sketching •
Board Games

Languages

Portuguese

Native

English

Advanced C1