

João Fonseca

UI/UX Designer | High-Fidelity Prototyping & AI/FinTech Visual Systems

Lisbon, Portugal • Willing to relocate

UI/UX Designer specializing in **design systems** and high-fidelity prototyping for AI/FinTech. I leverage a Multimedia Art background to deliver visually compelling, intuitive experiences with measurable impact.

Experience & Projects

Mar 2025 – Present

Freelance Product Designer - Fintech & AI

Developed 3+ comprehensive UI/UX case studies focused on high-fidelity prototyping and visual storytelling for FinTech and AI experiences. Designed AI-based features improving UX in tools like ChatGPT and language apps, combining research, flows, and UI in Figma/FigJam.

Apr 2025 – Jun 2025

Spoke - AI Language Learning App

Designed an AI-personalized onboarding experience, with 80% of testers reporting it made goal-setting feel clearer and more motivating. Designed to improve user confidence via AI scenarios, validated in user interviews. Designed an AI-driven chat interface to simulate realistic speaking scenarios and evaluate usability, leading to 70% of participants describing the experience as natural and intuitive

Mar 2025 – Apr 2025

Wise Circles - Fintech

Designed the Quick Settle flow to reduce friction in closing group expenses, with 70% of testers reporting it would help avoid awkward money conversations. Created a social trip recap feature aimed at boosting post-trip engagement and encouraging Gen Z users to share their travel experiences more actively. Built a transparent transaction history system to increase trust and clarity in expense splits, with 83% of participants saying it made cost-sharing feel more fair and reliable

Jan 2025 – Feb 2025

ChatGPT Interface Optimization for Better Prompt Management

Designed a highlighting and quick-access system to reduce prompt clutter and improve navigation, with 91% of a small user group reporting increase in tracking of important information in long conversations. Developed a snippet remix tool to support creative ideation and insight reuse, with 82% of early testers noting improved how they ideate and reuse past insights..

Feb 2022 – Sept 2022

Junior Designer - Real Hotels Group

Unified brand identity and style across 10+ hotel properties, increasing brand consistency across all marketing collateral and platforms, by designing reusable templates and a centralized digital system. Delivered high-impact visual content aligned with marketing goals for web and print.

Education

Post-Grad Program - Digital Experience Design Sept 2024 – Jun 2025

UL - Faculdade Das Belas Artes

Master Degree - Design Management Sept 2019 – Sept 2023

IADE - Faculdade de Design, Tecnologia e Comunicação

Bachelor Degree - Multimedia Art Sept 2015 – Jun 2019

UL - Faculdade Das Belas Artes

(+351) 913571930
jpedrolimafonseca@gmail.com

<https://joaomyportfolio.netlify.app>
<www.linkedin.com/in/joaofonseca-ux>

Skills & Tools

Design Systems, High-Fidelity Prototyping, Visual Communication, Figma (Expert), Adobe Creative Suite. User Flows & Wireframing, Data-Informed Design, A/B Testing (Planning), Agile Workflow. AI UX: Feedback Loops, Prompt Systems, **AI Tools** (Figma Make; Flow; Runway; Chat GPT; Perplexity; Cursor), HTML/CSS, Javascript.

Languages

Portuguese	Native
English	Advanced C1