Matheus Fonseca

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EMPLOYMENT HISTORY

UX/UI Designer — Product and Brand
Time Period: Oct 2024 - Actual
Institution: Hedgehog
Department: Led end-to-end design processes from ideation to high-fidelity prototyping, delivering user-centered digital experiences aligned with product and business goals. Experienced in product design, branding, and marketing assets for Web3 environments. Strong collaboration with cross-functional teams to ensure design quality, consistency, and technical feasibility. Focused on usability, accessibility, and clarity in complex interfaces, applying modern design trends and best practices.

Graphic Designer
Time Period: Contract
Institution: Picnic
Department: I was hired to lead the development of Picnic's new Key Visual, being responsible for defining the visual identity that now guides the company's overall communication. The scope included the creation of a new color system, visual grid, presentation guidelines, and graphic language, consistently applied across social media, branding materials, and on-site event activations, ensuring visual cohesion, brand recognition, and strategic alignment across all touchpoints.

Freelancer
Time Period: Jan 2024 - Oct 2024
Department: During this period, I developed multiple projects with a strong focus on hackathons as a way to deepen my technical, strategic, and product knowledge. In parallel, I was part of Superfluid Guild 2, where the project under development was selected among the program's highlights, resulting in the awarding of grants and international recognition, including participation in Devcon Thailand.

UX/UI Designer
Time Period: Sep 2022 - Nov 2023
Institution: Iron - Health within your reach
Department: Worked as a full-time UX Designer, supporting the team with daily demands and focusing on two main clients, Petrobras Saúde and Unimed Seguros. Led end-to-end product design, from understanding business and user needs to delivering solutions, developing the necessary interfaces and materials to meet each client's objectives.

STUDY

System Analysis and Devlopment
Institution: Anhanguera Educational

International Business and Foreign Trade
Institution: Anhanguera Educational

PUBLICATIONS

Articles

Why Crypto Needs a Cost Prediction Market
How to Predict On-Chain Costs with Hedgehog's MiniApp: Hog Rush

COURSES

Scalable Design Systems in Figma
Institution: cfPRO

Best Way of UX Design
Institution: DesignBoost

Formation in Product Designer
Institution: Unicorn UX

LANGUAGE

Portuguese - Fluent
English - B2
Spanish - A2

HACKATHONS

1st Place at the ETHSamba 2023
Project Winner on Superfluid Guild 2
1st Place at the BlockchainRio 2024
2nd Place at the BlockchainRio 2025