# Welinton Fernandes

**Senior Product Designer | UX/UI Specialist**

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## Professional Summary

I'm Welinton Fernandes, a **Senior Product Designer** with over 15 years of experience crafting sophisticated digital experiences for global enterprises and innovative startups. My expertise spans transforming complex workflows into intuitive, human-centred solutions across **FinTech**, **SaaS**, and AI-powered platforms, with a proven track record in leading design systems and driving product strategy.

I specialise in bridging the gap between technical complexity and user-friendly interfaces, with extensive experience in cross-functional leadership, design system implementation, and AI integration. My passion lies in creating products that balance business objectives with exceptional user experiences in fast-paced, remote-first environments, consistently delivering measurable impact through user-centric design methodologies.

## EXPERIENCE

### Multivision Consulting – Portugal

*Senior UI/UX Designer*                                                        *Jan 2025 - Present*

Leading UX design for complex digital platforms with focus on B2B solutions and AI integration.

- Design end-to-end user experiences for mineral trading and real estate platforms with AI-powered virtual agents
- Bridge research, interaction design, and product strategy for data-intensive workflows
- Implement conversational search and speech-to-text interfaces using **LLM** technology
- Ensure technical workflows remain clear, intuitive, and human-centred for enterprise users

### Habitus Health – Cork, Ireland

*UI/UX Engineer*                                                        *Feb 2024 - Jan 2025*

Led design and development of wellbeing-focused **SaaS** applications with AI integration.

- Built comprehensive Bootstrap-based design systems with full documentation for development teams
- Integrated AI-powered features for posture monitoring and workplace wellbeing solutions
- Created ergonomic simulations using custom 3D models in Blender for interactive user tools
- Automated image processing workflows using Python and PHP to enhance team productivity

## Eir Ireland – Dublin, Ireland

*Lead Product Designer*                                                    *Jul 2021 - Feb 2024*

Directed UX strategy for telecom digital platforms serving B2C and B2B markets.

- Optimised customer journeys for telecom platforms, reducing IVR calls and enhancing satisfaction
- Led A/B testing and usability studies to refine platform experiences and align with user needs
- Designed high-profile campaigns for global brands including Apple and Samsung
- Facilitated cross-departmental workshops on information architecture and project alignment

## Matrix Internet – Dublin, Ireland

*UI/UX Designer*                                                            *Feb 2019 - Jul 2021*

Delivered innovative UI/UX solutions for e-commerce, tourism, and automotive clients.

- Built scalable design systems in **Figma** and Sketch saving 40% development time
- Conducted UX audits and created high-fidelity prototypes for diverse industry clients
- Led optimisation projects during COVID-19 for companies like Europcar and Costa
- Produced multimedia content for social media campaigns boosting brand engagement

## Point Blank Ltd – County Dublin, Ireland

*Front-end & UI/UX Designer*                                               *Jan 2016 - Feb 2019*

Specialised in Time & Attendance products and bespoke **WordPress** solutions.

- Led end-to-end design from concept to delivery for enterprise client solutions
- Created interactive prototypes and conducted comprehensive user research and analysis
- Developed custom **WordPress**/**WooCommerce** themes for global client base
- Partnered with product managers to align designs with business objectives and goals

## Docsmart.AI – Lisbon, Portugal

*UX Designer & Front-end*                                                  *Jun 2015 - Jan 2016*

Developed AI-powered dashboard interfaces for the legal sector across Portugal and Brazil.

- Designed and built dashboard interfaces using PHP, **HTML**, **CSS**, and JavaScript
- Integrated proprietary AI for dynamic document management and compliance
- Applied UX principles to create intuitive experiences for legal professionals
- Conducted usability evaluations to refine functionality and improve user satisfaction

## Kionux – Foz do Iguaçu, Brazil

*UX Front-end Developer*                                                   *Jun 2013 - May 2015*

Spearheaded UI/UX design for international clients across financial and e-commerce sectors.

- Designed internet banking systems and ATM interfaces for MSB Bank London
- Created wireframes, prototypes and high-fidelity visual designs for global clients
- Conducted user research and testing for financial systems and security requirements
- Partnered with international clients to transform complex requirements into intuitive experiences

### EDUCATION

## UNICURITIBA – Curitiba, Brazil

*Associate Degree in Graphic Design*                                         *2011 – 2013*

### KEY COMPETENCIES INCLUDE

- Design System Leadership: Creating and implementing scalable design systems
- **AI Integration**: Implementing AI-powered features and conversational interfaces
- Cross-functional Collaboration: Working with product, engineering, and business teams
- **User Research** & Testing: Comprehensive UX research and validation methodologies
- Enterprise Solution Design: Complex B2B and **SaaS** platform expertise

### CORE COMPETENCIES

- Strategic Product Thinking: Aligning design with business objectives and user needs
- Technical Design Leadership: Bridging design and development requirements
- Remote Team Excellence: Thriving in distributed, international work environments
- Innovation Mindset: Continuously exploring new technologies and design approaches