

MATHEUS FONSECA

Product Designer

fonsecaa.design@gmail.com | [LinkedIn](#) | [Portfolio](#) | Rio de Janeiro, Brazil · Open to Relocation

PROFESSIONAL SUMMARY

Product Designer with 5+ years shipping end-to-end experiences. I help teams turn complex on-chain and data-heavy systems into interfaces that work, validating through research, building scalable design systems, and accelerating delivery with AI-assisted workflows. My work has been acquired by Kraken and Worldchain, presented at Devcon Thailand, and recognized with 3 eth hackathon wins.

WORK EXPERIENCE

Senior Product Designer | *Transparent.space* | Nov 2025 – Apr 2026

US, Remote | Blockchain transparency platform for market makers on-chain data, acquired by Kraken and Worldchain.

- Designed core product experience for a blockchain transparency platform acquired by Kraken and Worldchain, validating product-market fit and design quality.
- Designed data-intensive dashboards for liquidity providers, reducing time-to-insight by ~30% through clear visual hierarchies.
- Accelerated design cycles by 40% using AI-assisted workflows, and lifted task-completion rate from 61% to 88% through usability testing.

Senior Product Designer (Brand & UX) | *Hedgehog Protocol* | Oct 2024 – May 2026

Finland, Remote | B2C Web3 prediction market protocol designed to make on-chain speculation accessible to non-crypto-native users.

- Owned the full design process across 3 product launches, from early research and discovery through prototyping, testing, and final handoff to engineering.
- Built the waitlist landing page from scratch, it converted 37.5% of visitors into sign-ups, turning 40K+ organic followers into 15,000+ qualified leads without a single dollar in paid ads.
- Created the brand and design system function from zero, delivering the full visual identity and a 120+ component design system in Figma that cut the time between design and engineering handoff by ~35%.
- Simplified the core user flows, how users place bets, track positions, and settle outcomes, making the product usable for people with no prior crypto experience.

Brand Designer (Part-time Contract) | *Picnic* | Oct 2025 – Dec 2025

Brazil, Remote · Contract | Brazilian fintech offering a dollar-denominated digital account and international Visa card. No IOF, no hidden fees.

- Defined a cohesive brand and product design system covering color, typography, iconography, and component tokens, establishing a scalable visual language adopted across all product surfaces.
- Delivered interface foundations and key marketing visuals that strengthened product identity and supported a go-to-market launch within a 12-week timeline.

Independent Product Designer | *Personal Projects & Hackathon Projects* | Jan 2024 – Oct 2024

Worldwide, Remote | Independent product design across Web3 grants, hackathons, and DeFi protocols.

- Delivered 6+ product design projects in fast-paced, hackathon-driven environments, consistently shipping from concept to prototype within 48–72 hours.
- Selected for Superfluid Guild 2; project ranked among program highlights, earning grant funding and an invitation to present at Devcon Thailand, a top-tier international Web3 conference.
- Applied design thinking methodologies and user journey mapping to validate problem-solution fit before each build, reducing post-hackathon pivot rate.

Product Designer | *Iron — Health Within Your Reach* | May 2021 – Dec 2023

Brazil & Portugal, Remote | Digital health platform offering teleconsultation and remote care for Brazilian patients.

- Designed responsive healthcare interfaces during peak COVID-19 demand, supporting 90,000+ patient interactions per month by improving accessibility and usability across teleconsultation flows.
- Structured critical user flows for remote consultations (scheduling, intake, video call, follow-up), reducing average patient journey friction from 7 steps to 3.
- Conducted user interviews and usability testing with patients and clinicians, translating findings into 3 major flow improvements that increased appointment completion rates.

TOOLS

Design: Figma; FigJam; Miro; Adobe XD; Photoshop; Illustrator; Blender; Nomad Sculpt.

AI & Prototyping: ChatGPT; Claude; Cursor; Lovable; Stitch; MidJourney; Codex

Delivery: GitHub; Jira; ClickUp; Slack; Trello

CORE SKILLS

Product Design & Research: End-to-End Product Design; UX Strategy; User Research; User Interviews; Usability Testing; User Journey Mapping; Information Architecture; Interaction Design; Wireframing; Design Systems; UI Craft; Accessibility / WCAG 2.1

AI-Assisted Design: AI-Powered Workflows; AI-Assisted Prototyping; Prompt Engineering; LLM Interaction Patterns; Vibe Coding

Web3 & Domain Expertise: DeFi Interfaces; On-chain UX; Data-intensive Dashboards; B2B & B2C SaaS; Fintech; Healthcare UX

Product Delivery: Cross-functional Collaboration; Stakeholder Management; Agile / Scrum; Developer Handoff; Metric-Driven Iteration; A/B Testing; Competitive Analysis

EDUCATION & CERTIFICATIONS

Nielsen Norman Group

2024

Course: Designing Complex Apps for Specialized Domains

cfPRO

2024

Course: Scalable System Design on Figma

UI Boost

2023

Course: 100h+ UI and Diagram Design Formation

Anhanguera Educacional

2019 – 2022

BSc in System Analysis and Development · International Business and Foreign Trade

RECOGNITION & AWARDS

- **Devcon Thailand 2024** — Invited to present project at Devcon Thailand, the flagship global Ethereum developer conference, following recognition in the Superfluid Guild 2 hackathon program.
- **Superfluid Guild 2 Grant Recipient** — Project selected among program highlights and awarded grant funding for innovation in Web3 UX and Game product design.
- **2nd Place, BlockchainRio 2025 (BASE Track)** — Designed and shipped a full product experience, from concept to working prototype, in under 48 hours at Brazil's largest blockchain event for entry users.
- **1st Place, BlockchainRio 2024 (Ripio Track)** — Delivered end-to-end product design for a Web3 application focused on reducing friction for non-technical users.
- **1st Place, ETHSamba 2023 (ETH Track)** — Recognized for turning complex on-chain mechanics into an accessible, well-structured user experience at Rio de Janeiro's flagship Web3 hackathon.