

Juan Fernández

Senior Product Designer

Belo Horizonte, Brazil | Remote roles with teams hiring in Brazil

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Summary

Senior Product Designer with nearly nine years in product design and experience in digital wallets, banking and financial products. Work includes Airtm's launched EURC wallet, local virtual accounts and Creditas' app redesign. Connects discovery, interaction design and reusable systems with working prototypes and engineering collaboration.

Core skills

Product strategy, discovery, user research, information architecture, interaction design, usability testing, design systems, accessibility and prototyping.

Professional experience

Airtm | Dec 2025 - Sep 2026

Senior Product Designer (Contract)

- Designed the core EURC multi-currency wallet experience, which launched, including wallet navigation and conversion flows.
- Owned the design of local virtual accounts for Colombia, Mexico and Brazil, using a shared architecture with country-specific onboarding and account details.
- Delivered the shared consumer and business web navigation framework with React components and documented decisions for engineering handoff.
- Built AI-assisted prototypes and design-system tooling, including token and contrast checks; explored search that turns user intent into a reviewable plan.

Formula.Monks (client: Walmart) | Apr 2024 - Oct 2025

Senior Product Designer

- Designed Pricing Room for Walmart Marketplace: a unified workflow for investigating offers unpublished by pricing rules, with explainable thresholds and contextual actions.
- The project review three months after the MVP recorded average resolution time falling from 12 to 2 days and escalations from 27% to 19%, as outcomes of the cross-functional team.
- Partnered with product managers, engineers and the design-system team from discovery and prototyping through handoff and staging QA.

Professional experience continued

Aimana.ai | 2024 | part-time projects

Design Lead and Product Designer

- Established a discovery and design process for AI product engagements; facilitated client workshops on journeys, OKRs and product opportunities.

Cactus | Sep 2023 - Apr 2024

Product Designer

- Designed healthcare product experiences from research through delivery; contributed to team rituals, mentorship and reusable interface patterns.

Creditas | Apr 2022 - Sep 2023

Senior Product Designer, Benefits Card and Loan Onboarding

- Designed benefits-card and loan journeys and contributed to the app redesign around clearer acquisition and product-management paths.
- The redesign review recorded activation increasing from 17% to 26% and the Management indicator from 2% to 12%; these are project-level outcomes.
- Designed card delivery tracking with delivery estimates, carrier details and an activation entry point.

Banco Inter | Sep 2021 - Apr 2022

Senior Product Designer

- Designed a native help-center experience with search, guided content and a route to support, replacing the webview experience.

Blip | Nov 2019 - Sep 2021

Product Designer, previously Conversational Designer

- Designed platform and enterprise conversational experiences through research, user flows and testing; defined UX-writing guidance and experience metrics.

Earlier experience and teaching

Coderhouse | UX/UI and Figma Instructor, part-time | May 2022 - Apr 2024. Taught classes of more than 40 students.

Inoxline | Product and UX Designer | Nov 2017 - Nov 2019. Trofys.com | UX Researcher and Designer | Feb - Apr 2019.

Education and languages

UEMG | Bachelor's degree in Product Design. Tera | Digital Product Leadership, 2019. IED | Design Thinking & Creative Business Management, 2017.

Portuguese: native. English: fluent (CAE, C1). Spanish: working proficiency. Tools: Figma, FigJam, Miro, Storybook, HTML/CSS and AI-assisted prototyping.