

Tiago Gonçalves

Porto, Portugal

 tiagogoncalv.es

 me@tiagogoncalv.es

ABOUT ME

Lead product designer with **12+ years** designing and scaling digital products across healthcare, fintech and legal tech. I've joined companies early, built their design systems from scratch and grown design teams, while staying hands-on from research to shipped UI.

I combine **product thinking**, **design strategy** and **hands-on craft** to help teams work better and move faster through an **AI-native workflow** that runs from research and exploration to prototyping and implementation.

I'm also a dad, illustrator, videogame and board game enthusiast, and nominated **creator** on Figma's Community.

SKILLS

Product design Design leadership Design systems User research
Prototyping AI-assisted design Figma Claude Code Design strategy
Visual design Illustration

WORK EXPERIENCE

Intaker

AI-powered legal tech for law firms

2025 - Present

Lead Product Designer

- Redesigned the entire product and company website on a new design system, improving usability across every feature.
- Changed how the design team works by introducing a full-cycle ownership model: designers now run their own research, build AI prototypes and pitch to leadership.
- Prototype and iterate directly with AI tools, working closely with engineering to move from idea to working product quickly.

Paytient

Health payments account (fintech / healthcare)

2021 - 2025

Senior Product Designer

- First full-time product designer, leading design across the employee mobile and web apps and the employer dashboard through a period of major growth: 100k to 1M eligible users, with monthly card payments up 6x.
- Created Paytient's design system, taking it from a basic MVP to the foundation of the whole product, and set up the Figma-based design organisation and workflow.
- Grew the design team from 2 to 5 designers, ran user research, user interviews and led cross-functional workshops to shape product direction.

knok Healthcare

Digital tele-health platform

2020 - 2021

Product Designer

- Led the design effort across web products for patients, doctors and hospital administrators.
- Created and implemented the knok Design System, still used across multiple products today.
- As knok's first full-time designer, replaced a patchwork of freelance work with one consistent visual language, and designed the booking, checkout and virtual waiting room flows from scratch.

Nagarro Product Studio

Digital product consultancy

2018 - 2020

Product Designer

- Designed digital products and pitches for clients including Sony, BMW, Verizon and RMS.
- Built Radius, RMS's design system, as part of a three-designer team, alongside its illustration library: 5+ products shipped in under a year, 30% less time spent prototyping and around \$50k saved per release on UI clean-up.
- Took Sony's family tracking app from concept to interactive prototype in three weeks, with a two-person team, and pitched it to Sony in San Francisco.

Jumia

E-commerce

2017 - 2018

UX Designer

- Designed web and mobile products and created Jumia's global style guide and component library, used across several products.
- Designed Jumia One (iOS and Android), a single app for buying airtime, paying bills and reaching every Jumia service, which later became JumiaPay.

7egend

Design agency

2014 - 2017

UX/Visual Designer

- Designed mobile apps (iOS, Android, Windows), websites, TV and wearable apps, and interactive experiences.
- Spoke at Microsoft Tech Refresh 2015 with the talk "A fresh look into Windows 10 UI/UX Design".
- Designed the FC Porto mobile app, winner of Best Sports/Culture App at the ACEPI Navegantes XXI Award 2017.

EDUCATION**IPCA - Escola Superior de Design 2009 - 2013**

Graphic Design