



JOÃO AFONSO

CX • UI • UX SPECIALIST

WORK EXPERIENCE ONLY LATEST CAREER RELEVANCE LISTED

PRODUCT DESIGN | CX • UI • UX SPECIALIST

MÉDIS HEALTH SERVICES | Hybrid | Lisbon 2023-NOW

At Médis Serviços, I play a key role in shaping the new ecosystem of digital health services and Beyond Insurance, bridging UX research, strategy, and design to create seamless, user-centric experiences. Roles & Contributions:

- UX Research & Strategy: Leading research initiatives to improve the Médis marketplace, optimizing usability, engagement, and overall service design.
- CX, UX & UI Design: Designing and refining the integration of all new Médis services into a cohesive client ecosystem, ensuring a frictionless digital journey.
- Marketplace Optimization: Enhancing the user experience for B2C and B2B2C clients, focusing on accessibility, efficiency, and conversion-driven improvements.

A key part of my role also involves shaping the way we communicate product performance internally — I've been collaborating closely with Data teams to improve our Power BI dashboards that track service KPIs, helping turn data into actionable insights for both product and business teams.

SENIOR UI DESIGNER

HUMN.AI | Full-remote | London 2022 - 2023

At Humn.ai, I led the creation of a comprehensive Design System from scratch, enhancing efficiency and collaboration across design and development teams. By implementing a new Design Token system, I streamlined workflows, ensuring greater consistency and scalability across our products.

In parallel, I supported product and business teams by helping structure Power BI dashboards to visualize key product metrics — connecting design outcomes with measurable impact. My research and market analysis fed directly into these dashboards, enabling data-backed decision-making at every stage.

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Médis Health Insurance | Lisbon 2020 - 2022

As part of Médis' innovation team, I had the opportunity to work on cutting-edge digital health solutions, including a symptom checker, chatbot, dynamic medical questionnaire, cost simulator, and virtual wallet. From conceptualization to UX testing, I played a key role in defining the strategy, user experience, and interface design for each project.

Leveraging UX research techniques such as user interviews, card sorting, and interactive workshops, I ensured that each solution was designed around real user needs. I also helped design internal performance dashboards using Power BI, making it easier for stakeholders to track adoption and continuously improve the services based on real usage data.

UI/UX DESIGNER

Deco Proteste | Lisbon 2017- 2020

Lead designer for the redesign of the new digital magazine mobile app. UI design of the app as well as usability studies to deliver the best experience possible to the user, using the twixl platform. Rethinking and strategize the digital approach for the magazines via mobile app. This included UX tests, readability for the paper magazines and proper adaptation to the mobile platform without loss of information and at the same time provide a good reading experience for our users.

CONTACT ME

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EDUCATION

2025
Google Analytics
Google Digital Academy

2024
AI for UX Design and Research
IxDF - Interaction Design Foundation

2021
UX Writting Foundations
EDIT . Disruptive Digital Education

2016
Web Development
FLAG

2010-2012
Masters in Design & Visual Culture
IADE - Creative University

2007-2010
Bachelor's in Design
IADE - Creative University

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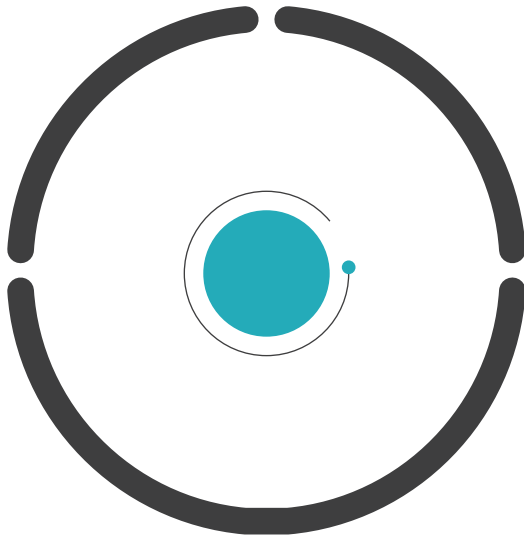


GRAPHIC DESIGN

Well rounded to assume
multiple roles to better suit
your needs

CONCEPT DESIGN

From idea to perfection,
we can make it work



UI/UX DESIGN

Vast experience in leading user
focused product design, matching
business needs with user needs

FIGMA ● ● ● ● ●
ADOBE XD ● ● ● ● ●
ZEPLIN ● ● ● ● ●
INVISION ● ● ● ● ●

ILLUSTRATOR ● ● ● ● ●
PHOTOSHOP ● ● ● ● ○
INDESIGN ● ● ● ● ○
AFTER EFFECTS ● ● ● ● ○

USEBERRY ● ● ● ● ●
HTML ● ● ● ○ ○
CSS ● ● ● ○ ○
OFFICE TOOLS ● ● ● ● ○



LET'S WORK TOGETHER & HAVE A BLAST!