

Matteus da Costa

Senior Product Designer

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ABOUT

Senior Product Designer specialising in D2C acquisition, conversion and retention — with the generalist range to work across complex product ecosystems. I bring clarity when uncertainty is high and ask the questions others skip early. I've shipped work that moved conversion metrics, scaled design systems across multiple brands, and earned trust across marketing, engineering, content and product teams. Based in Porto, available for hybrid or remote.

EXPERIENCE

Marley Spoon — Porto, Portugal • Oct 2024 — Present

Product Designer — D2C global meal kit company across three brands

- Led Citrus, a multi-brand design system from audit to handoff. Introduced Figma variables and design tokens to enable full brand switching in under 10 minutes — down from 2 hours per brand. Defined colour foundations, token hierarchy, and accessibility standards across all brands.
- Owned a global LP design audit and standardisation initiative, delivering 15 responsive templates across mobile, tablet, and desktop. Defined CTA anatomy, typography standards, character limits, and accessibility compliance. Reduced the feedback loop from 3 rounds to 1, aligning all regional markets.
- Redesigned the menu page through customer-centred discovery, clarifying offer, trust signals, and conversion paths. The updated experience generated 10K+ new customers and millions in annual revenue, primarily from organic traffic.
- Designed a guided onboarding experience achieving a 70% completion rate, a \$5 lift in average order value, and measurable reductions in early churn and complaint rates — grounded in cross-market customer interviews and data synthesis across the company.
- Optimised two critical conversion flows: dynamic suburb selection (20% CVR in multi-suburb zip codes, 1% funnel drop-off) and a backup payment system recovering 72% of failed payments, delivering a 1% incremental lift in overall success rate.

Freelancer — Remote, Brazil & Portugal • Oct 2023 — Sep 2024

UX and Product Designer

- Led 0→1 product design for Herdei, a D2C startup transforming how families manage inheritances. The platform processed over R\$2M in installments, onboarded 500+ family holdings, and reached 1,000+ satisfied clients.
- Designed a high-fidelity proof of concept for Kipon — an AI agentic workforce platform — translating an early business idea into complete flows and product vision. The work was used directly in investor conversations and shaped core product decisions before development began.
- Co-created Arsenal Academy and its design system simultaneously — building the DS during design to enable scale. Delivered the full product (discovery to build support) alongside design tokens, component library, and icon library. Outcomes: 75% faster feature delivery, brand accuracy from 60% to 95% in production, R\$8,000 saved per project in services, and 42% of 500+ students reporting meaningful entrepreneurship development.

Fiserv via Try — Remote, Brazil • Apr 2023 — Oct 2023

UX Designer — FirstVision™ — a financial platform for card issuance & payment processing.

- Contributed to the modernisation of a complex legacy financial system, working across 6 main flows and 20+ enhancements — including 2 new flows for Insurance and Limit Management. Mapped and reorganised 150+ account and card limit fields into a task-centric, data visualisation-led experience.

→ Diagnosed a documentation bottleneck slowing large feature design to 6–8 weeks. Redesigned the team's collaboration process through facilitated activities — cutting discovery and design time to 3–4 weeks, meetings from 2 hours to 1 hour, and the feature lifecycle from 4 sprints to 2 sprints.

AB InBev via Thoughtworks — Recife, Brazil • Aug 2022 — Feb 2023

Product Designer — B2B web delivery platform for managing orders, inventory, & consumer requests.

→ Proactively identified a sign-up conversion problem in the platform — part of the BEES ecosystem (3.7M MAUs, \$39.8B GMV) operating across 11 countries with 1M+ users. Escalated through the design leadership chain, drove a regional market test, and delivered an 8% increase in total sign-ups.

→ Led a UX audit delivering 22 out of 26 proposed solutions, with usability tests showing task times cut by nearly 50% and internal feedback rated 4.8/5 for clarity and trust.

→ Designed and introduced a path-to-production process — a structured workflow from problem to test — reducing friction in a multidisciplinary agile team.

Thoughtworks — Recife, Brazil • May 2021 — Jul 2022

UX Designer — Product for collecting & visualising data across Thoughtworks' teams and projects.

→ Incorporated user feedback into a new dashboard experience, driving team adoption from 40% to 88% across Thoughtworks employees. Developed through iterative improvements, adopted globally by the company and all their teams as a dependable platform for data-driven decision making.

DESIGN LEADERSHIP & MENTORSHIP

Mentored a UX designer strengthening their UI skills post-layoff. Co-created two case studies — building her confidence and craft. She landed a Senior Product Designer role at Tor Browser.

Provided ongoing mentorship to a designer peer covering design critique, stakeholder management, graduation project direction, and portfolio storytelling. He is freelancing with a growing client base.

Supported a full-stack developer navigating a career transition, supporting their interview prep, and job search. She landed a QA position at a major Brazilian bank shortly after.

Helped 10+ designers and professionals with CV reviews and job search strategy, contributing to career transitions across multiple industries.

SKILLS

AI Workflow: Research synthesis, usability transcription, data normalisation, product discovery alignment, internal documentation & specs, UX writing, Design QA & ticket prioritisation, peer feedback

Tooling: Figma (variables, tokens, libraries), Zeroheight, Sketch, Jira, Confluence, WordPress

Core: User research & interviews, usability testing, data analysis & synthesis, interaction & visual design, prototyping, wireframes, UX audits, design systems, accessibility (WCAG, APCA)

CERTIFICATIONS

- Product Masterclass: How to Build Digital Products — Product School
- Usability Evaluation — Federal University of Rio Grande do Sul (UFRGS)
- Digital Accessibility — Môme
- Communication and Oratory — Conquer School
- Data Visualization — Alura
- Conceptualizing Interfaces — Aprender Design

EDUCATION

Federal University of Pernambuco (UFPE) — Caruaru, Brazil • 2015 — 2019

Bachelor in Design