

ANDRE A. GONCALVES

Staff / Principal Product Designer, Design Systems, Enterprise SaaS & AI-Augmented Design Workflows

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PROFILE

Principal Product Designer with 8+ years designing and shipping digital products across web, mobile, and service touchpoints, including enterprise platforms for insurance and national postal and logistics infrastructure. I'm currently Principal User Interface Designer at All human, where I lead UI design strategy and design systems work across a multi-tenant platform used by several enterprise clients at once, including Bank of Ireland, An Post, Fáilte Ireland, and Irish Life Health. I own design end to end for complex domains, from discovery and problem definition through to implementation and launch, across customer-facing applications, internal tools, and service experiences at scale. I use AI tools like Claude Code every day, not as a novelty but as a real part of how I work, to speed up building and maintaining design systems and to build automations that remove repetitive manual work from the design process. I also have a strong track record mentoring designers and keeping design consistent and high quality across a team.

CORE SKILLS

Design systems architecture and governance, enterprise and B2B product design, product discovery, user research, interaction design, information architecture, usability testing, service design, mobile app design (iOS and Android native UI), responsive web applications, internal tools and workflows, accessibility (WCAG), AI assisted design workflows and automation, cross functional collaboration, stakeholder management, design mentoring and team leadership, multi team and multi domain ownership.

TOOLS

Figma, FigJam, Webflow, Adobe Creative Suite, Claude Code (AI Assisted Design Systems and Workflow Automation)

PROFESSIONAL EXPERIENCE

Principal Product Designer / Principal User Interface DesignerJan 2024 – Present

All human, Dublin, Ireland

- Lead design across web and mobile platforms, partnering with product managers, engineers, researchers, and stakeholders to solve complex business and user challenges for enterprise clients including Bord Bia, An Post, Fáilte Ireland, and Irish Life Health.
- Own design strategy across several client domains at the same time, each with different stakeholders and constraints, working with a high degree of autonomy and turning solutions around quickly at a high standard.
- Lead the development of All Design Systems, a multi-tenant design system platform, and the redesign of Lugas, using Claude Code throughout the build and iteration process.
- Use Claude Code and custom AI tooling to speed up building and maintaining design systems, cutting the time it takes to build, document, and update components and guidelines.
- Build Claude Code skills and automations that remove repetitive manual work from the design workflow and make dev handoff faster and more consistent. I treat AI fluency as a core design skill, not a side project.
- Mentor and coach junior and senior designers, raising the team's design proficiency and championing consistency, quality, and better ways of working across the wider creative team.

Lead Product Designer / Lead User Interface DesignerJan 2023 – Jan 2024

All human, Dublin, Ireland

- Led customer-facing web and mobile experiences end to end, from wireframes and mockups through interactive prototypes to development-ready, pixel-perfect designs.
- Led and supported other designers, mentoring them and keeping designs consistent with each client's branding and design system.
- Balanced visually strong design with efficient, user-friendly interfaces, keeping an eye on design trends and technologies to keep the output competitive.
- Was a core part of the product development process, directly shaping the user experience of the end product alongside engineering and product.

Senior Product Designer / Senior User Interface DesignerApr 2021 – Jan 2023

All human, Dublin, Ireland

- Led UI and visual design from research and concept through to high-fidelity, finished UI assets, balancing user needs, business goals, and operational constraints.
- Developed and maintained detailed design systems, specifying UX, visual, interaction, and motion elements, and documenting behaviours and usage guidelines for scalable reuse.
- Designed micro-interactions, animations, and motion to enhance UI, and created iconography and infographics.
- Built interactive prototypes, supported usability testing, and presented design solutions directly to client stakeholders.
- Worked closely with design and development teams to iterate quickly based on peer critique and usability findings, and prepared pixel-perfect UI designs and specs for development.

Senior UX/UI Designer Aug 2020 – Apr 2021

Kooba, Dublin, Ireland

- Designed digital products and services across web and mobile platforms.

UX/UI Designer Mar 2019 – Aug 2020

Kooba, Dublin, Ireland

- Designed responsive websites and digital services focused on usability and customer experience.

Digital Designer Jun 2015 – Mar 2019

izest Marketing Group, Dublin, Ireland

- Designed digital products, campaigns, and interactive experiences, including UI, email, and image design.
- Produced image and video content for social media, including editing of live footage and 2D motion graphics.

EDUCATION

MSc, User Experience Design, Dún Laoghaire Institute of Art, Design and Technology (IADT), 2019–2021

Certificate, Interaction Design Specialization, University of California San Diego, 2019

BA (Hons), First Class Honours, Social Communication, Advertising & Marketing, UFES, 2007–2011

CERTIFICATIONS

Auditing Design Systems for Accessibility · Visual Elements of User Interface Design · The Five-Step Creative Process · Into Design Systems AI Conference · Accessibility for Web Design

LANGUAGES

English (Native or Bilingual) · Portuguese (Native or Bilingual) · Spanish (Professional Working)