

Helder Martins

Senior Product Designer | Design Systems & AI Experiences

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PROFILE

Hands-on Senior Product Designer working on complex enterprise and public service platforms. I own design systems, design AI-powered financial workflows, and work closely with product managers and engineers from problem definition through implementation. My frontend development background helps me connect design decisions with working interfaces and prototype ideas in code.

PROFESSIONAL EXPERIENCE

Senior Product Designer

Prophix | Jul 2021 - Present

- **Own Phixer DS end to end:** build and evolve a design system used across eight applications in Figma libraries and production interfaces, with two additional applications planning adoption.
- Define primitive and semantic tokens, reusable components, configurable properties and interaction states to support consistent interfaces across products.
- Work with product managers and engineers to introduce the system incrementally, balancing adoption with product roadmaps and implementation constraints.
- **Lead the design of Prophix Copilot:** design the initial experience and its subsequent redesign, partnering with two product managers on feature definition.
- Translate user feedback into a larger chat workspace, graph views, export options and access to further analysis in Ad-hoc Analysis and Template Studio.
- Clarify AI interactions through model selection, visible processing states and reminders to verify results.
- Use Figma and Claude Code to explore solutions and build working prototypes, supported by hands-on frontend development experience.

CORE EXPERTISE

Design systems and tokens | Enterprise UX | Interaction design | AI product experiences | User research and usability testing | Accessibility | Prototyping | Design documentation | Product and engineering collaboration

Helder Martins

Senior Product Designer | Experience & skills

EARLIER EXPERIENCE

Senior Product Designer

Instituto Informática | Jul 2017 - Jun 2021

- Designed public digital services with a focus on clear user journeys, usability and accessibility.
- Collaborated with cross-functional teams throughout the design process, communicating design decisions to product, business and technology stakeholders.
- Contributed to the design system, with a particular focus on typography, reusable patterns and consistency across services.

Senior Frontend Developer

Instituto Informática | Jan 2009 - Jun 2021

- Developed responsive public service interfaces using HTML, CSS, JavaScript and jQuery, with attention to accessibility and interface quality.
- Integrated REST APIs and maintained frontend code in Git, working closely with engineering on implementation and testing.
- Built a technical foundation that supports code-based prototyping and practical collaboration between design and development.

SELECTED PORTFOLIO WORK

Phixer DS - Design system ownership, foundations, component architecture and adoption across a multi-product platform.

Prophix Copilot - Conversational AI for financial workflows, from the initial release to a redesigned analysis experience.

View case studies at heldermdmartins.com

TOOLS & TECHNOLOGIES

Design and collaboration: Figma, Miro, Jira, Confluence

Prototyping and development: Claude Code, Git, HTML, CSS, JavaScript, SASS, jQuery, REST APIs

EDUCATION

Postgraduate qualification, Web UX/UI

IADE | 2021

Dual Professional Certification, Level 3 - Computer Application Development

Escola Secundária Gama Barros | 2009 - 2011

LANGUAGES

Portuguese - Native | English - Professional