

Cesar Garcia

Design Lead

Lisbon, Portugal · Remote across Europe · Portuguese (EU) citizen

cesarxdesign.com · cesarxdesign@gmail.com · linkedin.com/in/cesarxdesign

SUMMARY

Design Lead, 10+ years in fintech, with products shipped to user bases of 200M+ across mobile and web. First design hire at multiple companies, building design systems from scratch and establishing data-led cultures across payments, cryptocurrency, pensions, credit, and financial crime, plus data intelligence and consumer products.

I do my best work on complex, messy journeys, turning them into products that are simple and easy to use. My engineering background helps me work through technical constraints, not around them, and I design and ship with AI daily, concept through to code.

Worked with the NFL, Binance, Coinbase, Circle, Solana, Twitter, and Royal Mail.

SKILLS

Design	Design systems · Product strategy · User research · Prototyping · Information architecture · Design leadership and hiring · Data-led design · iOS, Android and web
Domains	Payments · Cryptocurrency and Web3 · Digital wallets · KYC / AML · Financial crime compliance · Pensions · Credit
Tools	Figma · Claude Code · OpenAI Codex · AI-assisted prototyping and engineering

EXPERIENCE

Co-Founder, DONE · Side venture · Mar 2018 - Present

Consumer fitness app, built across three versions in eight years. Led product strategy and UX/UI design, keeping a tight cross-functional team of developers and a fitness coach aligned around a clear product vision. Launched March 18, 2020. Every gym on earth closed the following month. Timing: immaculate. Now building the third version solo, with AI covering the engineering that used to take two people. Ships to the App Store in September 2026.

Product Design Lead, Confirмо · Oct 2025 - Jun 2026

First designer at a crypto payments processor moving \$750M a year. Owned the full product surface, buyer and merchant, plus brand and website, built the design system from scratch, and worked with the CPO to bring design to the front of product development. Audited checkout, ran workshops and analysed usage data to find the drop-off, then redesigned the flow: payment success went from 9% to 43% in key markets and 27% overall, adding \$135M a year in converted payments without a single backend change. Launched Confirмо Subscriptions with Circle and Solana, the first recurring crypto payments product of its kind, and the first project there built with design and AI from the start. The results accelerated Confirмо's shift to API-only clients, pulling the product's growth away from the design surfaces I owned.

Lead Product Designer, Trust Wallet · Apr 2025 - Sep 2025

Lead designer on Trust Wallet's Banking/Fiat Squad, the bridge between traditional money and crypto, shipping to a user base of 200M+. Onboarding sat outside the squad, and I argued it belonged to us: the front door worked for people who already held crypto and barely at all for the ones arriving from ordinary money, who were my department. So I took it on, rebuilding both the new wallet and import flows through user research and iterative prototyping, then overhauled the fiat-to-crypto funding flow, cutting through serious technical complexity to deliver something users could actually understand and trust. Built on Binance's design framework, collaborating cross-functionally with product, engineering, and data teams throughout. That same scale bred a legacy-defense culture that favoured guarding what worked over improving it. A mismatch.

Independent Consulting · Sep 2024 - Mar 2025

Worked with early-stage startups. At BLKBOX.ai, an AI-powered creative testing and production platform, ran a full UX audit, user interviews, and iterative design improvements, working with the CTO to scope what engineering could ship, including a Super Bowl campaign for the NFL producing AI ads across multiple markets. At ShopLevers, led discovery, research, and prototyping for an AI-powered purchase order and inventory dashboard for mechanic shops, delivering a shippable product and a scalable design system.

Head of Design, Product Owner, Mara · Nov 2022 - Aug 2024

Led product design for a crypto/fiat digital wallet for African markets, with Coinbase as lead investor. Delivered a full end-to-end redesign (information architecture, user flows, UI) in under a month, shipping to 24M users. Rebuilt onboarding from a 27 step gauntlet down to three, moving KYC out of signup and into the transaction flow: completion went from 12% to 88%, adding 20M users and saving \$6.9M a year. Then took on engineering and customer support alongside design, running three cross-functional teams across a live, high-scale product, and presented roadmap and growth strategy directly to investors.

Founding Designer, Cable · Jul 2021 - Oct 2022

First designer at the only financial crime and AML compliance startup with a live product, a notoriously hard space to launch in. The product was a single feature, built request by request by engineers and compliance experts, and given to pilot banks for free. Through structured research and systematic design I shifted it from reactive, client-driven builds to a cohesive, UX-led compliance suite, which Cable then sold: the product's first real sale.

Director of Design, Orbis Pay · Jun 2020 - May 2021

Started as a design consultant and transitioned full-time, expanding scope to include brand and marketing alongside product design. Designed the full product end-to-end: from core earned advance and savings flows to a complete onboarding system. Facilitated alignment across Sales, Engineering, Legal, and Customer Success, turning complex integrations with employer payroll systems into a simple, engaging user experience.

Founding Designer, Penfold · Jun 2019 - May 2020

First hire, joining the co-founders and one developer, with the goal of building the UK's best digital pension. Turned the proof of concept into a live app onboarding real customers in seven days, in time to matter for the funding round, then built a modular design system feeding mobile and desktop from a single component library. Established a tight design-engineering feedback loop: Beta Program, weekly syncs, live user interviews, and direct user outreach. Now an award-winning pension app, frequently rated the UK's most user-friendly, and voted Best Pension in 2026.

Head of Product Design, Starcount · May 2017 - May 2019

Hired as the company's first product designer, grew the function into a 4-person department within months. Delivered a £1M first-year revenue target in 91 days across a suite that included two product lines launched from scratch and one revived. Its centrepiece: a groundbreaking audience intelligence tool built with Twitter and Royal Mail, the first deal of its kind, with discovery driven across data, engineering, sales, and direct client interviews.

Lead Designer, VesselsValue · Dec 2015 - Apr 2017

Built the brand from scratch: visual identity, typography, and a full overhaul of marketing assets. Worked directly with the CEO.

Head of Design, Gforce Networks · Nov 2014 - Oct 2015

Led a team of 6 designers and 6 remote developers across games, apps, and brand work at an early-stage agency.

Designer, Leo Burnett · Sep 2013 - Oct 2014

Worked across Apple, Samsung, Mercedes, and Vodafone. Led the complete visual rebrand of Lisbon's commuter rail network.

Software Engineer, Pfizer · Jun 2006 - Dec 2012

Worked with Accenture on CRM migration across UK and India. Designed an internal helpdesk tool later adopted by other European branches.

EDUCATION

Instituto Superior Técnico — Computer Science