

João Costa

Senior Product Designer → Design Systems

I build **token-driven design systems** that keep design and code in lockstep: tokens, primitives, components, patterns and the governance that holds them together. Most recently for a crypto platform at **Anchorage Digital**. 11+ years turning complex products into experiences that feel effortless.

OPEN · LEAD, DESIGN SYSTEMS

DOMAINS

Crypto · Fintech · SaaS

LOCATION

Aveiro, Portugal · Remote

EMAIL

joaofcm12@gmail.com ↗

LINKEDIN

in/joaocosta12 ↗

WORKBENCH

Tools I reach for

GOD TIER

Spotify 🎶

S TIER

Figma · Claude Code · Supernova

A TIER

Storybook · Tokens Studio · Miro

B TIER

Maze · Hotjar · Adobe Suite

Methods: Scrum, Agile, and well... intuition.

Systems toolkit

Design tokens

Theming

Component architecture

Figma → Code parity

WCAG / a11y

Governance

AI-ready systems

LANGUAGES

Portuguese (native) · English (proficient)

FLIGHT LOG

Anchorage Digital

CRYPTO

Aug 2022 - Now

Design Systems team · Latitude

Latitude, Anchorage's token-driven design system spanning 2 brands across iOS and Web. Planning, team management and cross-functional collaboration; partnered with leadership on system goals and with engineering on Figma-to-code parity.

Design tokens-driven

2 brands

iOS + Web

Hopin

Oct 2021 - Jul 2022

Senior Product Designer, Design Systems · Planetary

Drove Planetary, Hopin's in-house design system: components, patterns and documentation for a fast-scaling product.

Design tokens-driven

Talkdesk

Jan - May 2021

Senior Product Designer, Design Systems

Ran the design system as a product: planning, team management, and the processes and collaboration workflows that kept other teams aligned. Partnered with leadership on system goals.

White-labeled focus

Namecheap, Inc

Jan 2017 - Dec 2020

Senior UI/UX Designer · Design System & New Products

Lead designer for Namecheap's in-house design system and the New Products POD: shipping Spaceship, Namecheap VPN, Supersonic CDN, Logo Maker, 2nd Phone Number and more. Built experience guidelines, personas, competitor analysis and data-informed prototypes.

7+ products shipped

EARLIER TRAJECTORY

OnePlus, UI/UX Designer: oneplus.com redesign, OxygenOS & social (2015–16) · L4D Web Agency, UI/UX (2016–17) · Clickly, UI/UX consultant (2016) · Teka, Designer (2013–15)

CREDENTIALS

Master's in Design

Universidade de Aveiro

2014 - 2016

BA, Multimedia Design

Universidade da Beira Interior

2010 - 2013

OFF DUTY

Guitar

Surf

Video games

Photography

Cycling

OPEN SOURCE & SOVEREIGN TECH

Open-source contributor

Nostr

Bitcoin

Systems that make complex products feel simple.