

JONATHAN MATIAS

Project Manager and Digital Product Designer

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📍 Lisbon, Portugal. Johannesburg, South Africa.

About

I'm a multidisciplinary Project Manager and Digital Product Designer with a background spanning legal, finance, operations, project management and digital product design. I specialise in transforming business ideas into scalable digital products by combining product strategy, user-centred design and modern AI-assisted, no-code and low-code development.

My experience spans enterprise SaaS platforms, internal business systems, Webflow websites and AI-assisted product development using Figma, Webflow, Base44 and Lovable. I enjoy working at the intersection of business strategy, design and technology to create intuitive products that deliver measurable business outcomes.

Core Expertise

Product

- Product Strategy
- Product Discovery
- Requirements Gathering
- UX Research
- User Journeys
- Information Architecture
- Wireframing
- Prototyping
- Design Systems

Design

- UX/UI Design
- Responsive Design
- Developer Handoff
- Product Testing
- Digital Product Design

Development

- Webflow Development
- AI-Assisted Development
- No-Code / Low-Code
- CMS Architecture
- Technical SEO
- Custom Code Integration
- On-Page SEO
- Core Web Vitals
- Core Web Vitals

Operations

- Project Management
- Product Delivery
- Business Analysis
- Optimisation & Automation
- Stakeholder Management
- Cross-functional Collaboration
- Risk & Compliance

Tech Stack

 Figma

 Webflow

 Shopify

 Base44

 HTML5

 CSS3

 JavaScript

 Lovable

 Adobe

 Notion

 Zapier

 Monday.com

 GTM

 GA4

 Meta Pixel

 Lighthouse

Languages

ENGLISH

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PORTUGUESE

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AFRIKAANS

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Education

University of Pretoria - South Africa *Graduated 12/2019*
Bachelor of Laws

Additional modules: Deeds and notarial practices, law of damages, environmental law and International Sports Law.

University of Pretoria - South Africa *Graduated 12/2017*
Bachelor of Commerce in Law, Economics and Business Management

Majored in both Economics and Business Management.

Professional Experience

INTERO CAPITAL SOLUTIONS

February 2023 – Present

Project Manager

- Manage Intero's IRS Tax Credit funding programme, overseeing funding operations, applicant onboarding, relationship management, underwriting support, funding preparation, advance funding execution and stakeholder coordination across U.S. businesses.
- Manage Tax Credit Originators, Applicants, Funders and third-party service providers, supporting funding execution, risk assessment and compliance throughout the funding lifecycle.
- Collaborate across legal, collections & commercial operations, contract reviews, arbitration, debt collection workflows & operational improvements.
- Manage operational workflows using Monday.com, Notion and automation, improving cross-functional collaboration and business efficiency.
- Collaborate with developers to enhance Intero's internal funding platform, translating business requirements into product and UX/UI improvements.
- Manage the company's Webflow website, including CMS administration, deployments, content updates and ongoing optimisation.

BUSINESS HEALTH PRO

March 2025 – Present

Senior Product & Operations Manager

- Led the end-to-end strategy, UX/UI design and operational delivery of a real-time U.S. tax and statutory compliance platform, from discovery & product requirements through launch.
- Owned the complete product design process - user research, personas, information architecture, wireframes, design systems, high-fidelity UI & developer handoff.
- Created the visual identity, branding, logo and product design language.
- Designed, developed & managed the Webflow website, technical SEO, performance optimisation, content strategy and responsive user experiences.
- Managed digital marketing, AI-assisted content creation, social media, analytics implementation (GA4, GTM, Meta Pixel) and campaign optimisation.
- Coordinated cross-functional delivery with developers and external marketing partners while continuously improving product, operations and user experience.

FREELANCE

Digital Product Designer & Webflow Developer

January 2021 – Present

- Partner with startups and growing businesses to design, validate and launch digital products through product strategy, UX/UI design, AI-assisted and no-code/low-code development.
- Lead product discovery, UX research, user journeys, information architecture and digital strategy.
- Design wireframes, prototypes, design systems and high-fidelity interfaces in Figma.
- Build AI-powered MVPs, client portals, internal tools and Webflow websites using Base44, Lovable and modern no-code platforms.
- Deliver technical SEO, CMS architecture, integrations and website optimisation using Lighthouse and Core Web Vitals.
- Implement GA4, GTM, Meta Pixel and UTM tracking while improving CRO, usability, product performance, web optimisation.
- Provide product documentation, developer handoff, workflow automation and digital product consulting throughout the product lifecycle.

UNIKOO

Webflow Developer

October 2022 – June 2023

- Collaborated with design, marketing and development teams to build responsive, high-performance Webflow websites for client projects.
- Developed CMS-driven websites with reusable components, custom interactions, animations and third-party integrations.
- Optimised website performance through bug fixing, custom code implementation and responsive development.
- Configured GA4, Google Tag Manager, Meta Pixel and marketing attribution while delivering CRO, usability testing and continuous product optimisation.

LAYER

Digital Designer & Webflow Developer

October 2022 – June 2023

- Designed and maintained the company's Webflow website, CMS and digital assets.
- Developed landing pages, animations, CMS functionality and custom integrations.
- Supported HubSpot integration, website optimisation and digital marketing initiatives.

Previous Experience

- **Meta (Facebook)** — Marketing Advertising Specialist (Jun 2021 – Dec 2021)
Supported SMB clients with digital advertising, customer success and campaign optimisation.
- **BNP Paribas CIB** — Equities & Bonds SSI Officer (Jan 2021 – Jun 2021)
Managed financial operations, compliance and stakeholder coordination.
- **Emerald SA** — Legal Advisor (Feb 2020 – Jul 2020)
Provided commercial legal support, contract drafting and client advisory services.
- **KWP Attorneys** — Candidate Attorney (Feb 2020 – Jul 2020)
Worked across commercial law, legal research, drafting and client advisory.