Guilherme Pires | Product Designer, UI/UX Design

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PROFILE

I am a passionate Product Designer dedicated to creating innovative solutions that have a positive impact on people's lives. I leverage a blend of creativity and technology to address real-world challenges, integrating technical expertise, creative thinking, and user empathy.

EXPERIENCE

Mar 2025 - Present - São Paulo - Brazil
Senior Product Designer @ JCDecaux Brasil

- Design and development of a new internal Portal for JCDecaux
- Project focused on replacing outdated systems with a modern, unified solution
- Requirements gathering with stakeholders and users
- Flow mapping, wireframes, and high-fidelity prototypes
- Usability testing and iterations based on feedback
- Interface designed to be more intuitive, efficient, and scalable

Dec 2024 - Fev 2025 - São Paulo - Brazil
Senior Product Designer @ Clube de Leitura Quindim

- Update the UX of the site, prototype new features, and create e-commerce flows to enhance user experience.
- Revise the information architecture and review the UI/UX of the homepage, cart, and checkout flows to improve functionality.
- Collaborate remotely with cross-functional teams.

Oct 2021 - Apr 2024 - São Paulo - Brazil

Senior Product Designer @ Gipsyy

- Leadership in the conception and development of the Gipsyy application from its inception.
- Maintenance and continuous improvement of the Gipsyy website.
- Management and constant improvement of the Grupo Guanabara website and application.
- Development of a Design System for the Grupo Guanabara.
- Conducting user tests to continuously enhance the product.
- Analysis of metrics and usability to drive continuous product evolution.
- Conducting structured user research, including guerrilla approaches, such as at bus stations.

Oct 2018 - Jun 2020 - São Paulo - Brazil

Lead Product Designer @ Movile Pay

- Development of the product website for the financial management of iFood restaurants.
- Conducting tests with users (restaurants) aiming to continuously enhance the product.
- Analysis of metrics and usability to drive continuous product evolution.

Oct 2008 - Oct 2018 - São Paulo - Brazil

Senior Product Designer @ Movile

- Conception and development of the comprehensive information architecture for the PlayKids app.
- Development of conversational flows for the Quiz Show bot, in collaboration with the innovation team.
- Responsible for the creation and maintenance of the superapp Rapiddo.
- Leadership in the development of the Vivo Meditação app.
- Active participation in the development of the Claro Esportes app.
- Contribution to the development (UX and UI) of various products and apps for mobile operators such as Vivo, Tim, Claro, and Oi.
- Participation in the creation and development of various internal products.
- Creation of conceptual apps for the innovation team and new products.

- Conducting usability tests aimed at product enhancement.
- Conducting user research to gather insights and essential information for product development.
- Meticulous analysis of metrics and usability to drive continuous product evolution.

Nov 2007 - May 2008 - Campinas - Brazil

Creative Director @ MacNeed's Propaganda

- Development of advertising campaigns for a variety of clients.
- Creation of packaging for a line of canine food.
- Development of branding strategies for clients.

Jan 1999 - Jun 2007 - Campinas - Brazil

Co-Founder and Creative Director @ Empório das Artes Comunicação

- Co-founding of the advertising agency Empório das Artes Comunicação.
- Design and execution of advertising campaigns for a wide range of clients.
- Development of branding strategies for various brands.
- Creation of marketing material for a variety of clients.
- Creation of pieces and campaigns for the Brazilian Federal Government's Order of Cultural Merit.
- Customer relationship management.

CERTIFICATIONS

- **AI for Designers**
  - Interaction Design Foundation (IxDF)
  - *Issued Jul 2024 - Credential ID 173660*
- **How to Design for the Human Mind: Cognitive Science for UX**
  - Interaction Design Foundation (IxDF)
  - *Issued Jul 2024 - Credential ID 173660*

EDUCATION

Jan 1995 - Dez 1998 - Campinas - Brazil

Advertising and Marketing @ Pontifícia Universidade Católica de Campinas

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SKILLS

- User Experience (UX) Design
- Information Architecture
- User Interface (UI) Design
- Prototyping and Mockup Creation
- Design Systems
- Style Guides
- User Journey
- Product Lifecycle Understanding
- Data Analysis
- Usability Testing
- User Research
- Graphic Design
- Branding

TOOLS

- Figma
- Notion
- Trello
- Maze
- Hotjar
- Photoshop
- Illustrator
- Axure
- Keynote
- Adobe XD
- Principle