About Me

Hi, I'm Guilherme - a Senior Product Designer with over 15 years of experience building intuitive, elegant, and effective digital products. I've led projects at scale, collaborated with global teams, and designed apps and systems used by millions.

Whether you're building an MVP or scaling a mature product, I bring a strong mix of strategy, UX/UI expertise, and product thinking.

I design products that don't just look good—they drive results.

What I Offer

UX & Product Thinking
Bridge user needs and business goals to shape features that solve real problems and drive outcomes — not just outputs.

UX Strategy & Discovery
Map opportunities, run lean research, and align early to reduce risk and design with clarity from the start.

Wireframing & Prototyping
Quickly bring ideas to life, validate direction, and refine flows before committing to pixels or code.

UI Design & Design Systems
Design polished, scalable interfaces backed by component-based systems that streamline collaboration and delivery.

Developer Handoff
Ship clear specs, assets, and logic-ready designs — and stay involved to support a smooth build and final QA.

Trusted by

Booking.com   Toptal   Nestlé   Unilever   gsk   WisdomAI

...and many more

My Process

Each project is different — timelines, team setup, and constraints vary.
But this is the general flow I follow to stay aligned and deliver quality work:

Kickoff & Alignment

Define goals, users, constraints, and success metrics — get everyone on the same page from day one.

Discovery & Exploration

Dig into research, audit competitors, and uncover the real design opportunities.

Design & Iteration

Move fast from concepts and wireframes to polished UI — test early, refine quickly, and keep feedback loops tight.

Delivery & Support

Hand off production-ready designs, support devs through build, and stay close to ensure what ships delivers.

My working principles

Build strong, collaborative relationships that focus on delivering meaningful design solutions aligned with business goals.

Design for Outcomes

Every decision ties back to user needs and business impact — not just visual polish.

Clarity Over Complexity

Simple wins. Complexity only when it adds real value.

Collaboration Wins

Great products come from tight feedback loops across design, product, and engineering.

Systemic Thinking

Zoom out. Solve problems at the root, not just the surface.

Iterate & Improve

Launch is the beginning. Test, learn, and keep refining.

Services & Rate Structure

My services are structured to provide flexibility based on the level of engagement and commitment required:

$60/hr – Full-Time Commitment (40+ hours/week)

Ideal for long-term, full-time engagements where I can dedicate the majority of my working hours exclusively to your team.

- Stability and consistent workload over time
- Lower overhead due to reduced context-switching
- Predictable scheduling allows for volume-based pricing

$70/hr – Part-Time Engagement (15-20 hours/week)

Suitable for clients who need regular design support but not on a full-time basis.

- Requires managing time across multiple clients/projects
- Less predictability than full-time work
- Involves frequent context-switching, which impacts efficiency

$80/hr – Hourly / On-Demand (Ad hoc or <10 hours/week)

For flexible, short-term, or as-needed work with minimal ongoing commitment.

- High availability on short notice
- Often involves rapid onboarding and high responsiveness
- Less predictability and more overhead per hour

Let's work together

If you're looking for a Senior Designer to bring clarity to your product, execute at a high level, and collaborate like a true partner — let's connect.

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