

## Contact

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(Personal)

## Top Skills

Inteligência artificial  
Design  
Figma (Software)

## Languages

Inglês (Full Professional)  
Português (Native or Bilingual)

## Certifications

1 Mentorship Sessions  
Certificado EF SET Certificate™

## Honors-Awards

Hackathon da Globo  
Hackathon FIESP 2015

# Gui Gonzalez

AI-Driven Product & UX Leader | Design Strategy, Analytics &  
Business Growth | ROI-Focused Innovation  
São Paulo, São Paulo, Brazil

## Summary

If your company could benefit from a Business Development professional with a distinguished career, please review my profile.

What separates me from the average is my pure tunnel vision and proven success in conducting thorough user research and implementing data-driven insights to improve and optimize design solutions. Employers know me for utilizing advanced design procedures and cutting-edge tools to craft engaging interfaces.

My laser focus on conducting in-depth user research, wireframing, prototyping, and crafting intuitive user interfaces to enhance user satisfaction and drive business growth makes me successful in this field.

Amongst my many other talents, UX/UI Interface Design, Product Road-mapping, Wireframing/Prototyping, and Product Development Insights are my strongest suits.

While others take pride in meeting all standards set before them, my passion is delivering service that goes beyond organizational expectations, while creating a win-win scenario for everyone involved!

Should you have any questions about my career and credentials, please feel free to connect with me!

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## Experience

Ingresse  
Especialista em Design + AI  
April 2025 - November 2025 (8 months)  
Brasil

Responsável por liderar iniciativas que integram design estratégico com inteligência artificial para criar produtos mais inteligentes, escaláveis e centrados em comportamento real — não só em intenção. Atuo na interseção

entre experiência do usuário, automação e dados, desenhando fluxos, sistemas e interfaces que evoluem com o uso, e não apenas com briefing.

Minha missão é acelerar decisões com contexto, transformar dados em experiências tangíveis e explorar o potencial real da IA aplicada ao design, sem cair no hype. Aqui, o design não é só entrega: é estrutura, é sistema e é motor de inovação.

### Sympla

Product Designer Specialist  
November 2024 - April 2025 (6 months)  
Brasil

As a Product Design Specialist with expertise in B2B, Product Analytics, and Design Systems, I lead the development and evolution of scalable design solutions. Currently at Sympla, outsourced by Onebrain, I focus on creating robust design systems that drive consistency and efficiency. My approach prioritizes reusable components, clear documentation, and guidelines that align with the brand's values, ensuring exceptional user experiences across digital products.

I collaborate closely with design, tech, and product teams to drive adoption of the design system, identify improvements, and align solutions with strategic goals. By combining technical expertise with a strategic mindset, I help streamline processes and enhance the delivery of cohesive, innovative digital experiences.

My mission is to boost efficiency and creativity, turning design into a competitive advantage for Sympla.

### Superlógica Imobi

Head of UX & Design  
February 2024 - November 2024 (10 months)  
Campinas, São Paulo, Brazil

My role is to steer the creation of intuitive, user-centric design strategies that drive engagement and satisfaction. I am responsible for shaping the overall user experience, ensuring that every interface is accessible, aesthetically pleasing, and efficient, thereby facilitating seamless interactions between real estate professionals and the robust software solutions we offer. In my position, I lead a talented team of designers, fostering innovation, collaboration, and continuous learning to keep Arbo at the forefront of the industry. My mission

is to turn complex processes into simple, delightful experiences that resonate with our users and contribute to the company's growth and success in the dynamic world of real estate technology.

**BVGroup**

**Design System Specialist**

January 2024 - June 2024 (6 months)

Gibraltar

I worked for 6 months remotely contributing to the construction of a multi-brand design system and a universal language structure for variables applied to the context of the products developed by the development team.

**Editora Oniros**

**Editorial Designer & Digital Marketing**

January 2023 - April 2024 (1 year 4 months)

São Paulo, Brazil

As an Editorial Designer, I am responsible for bringing words to life, making information attractive and engaging through design. My work involves creating layouts for magazines, books, newspapers and other printed materials, ensuring that the content is presented in a visually attractive and easy-to-read manner.

My passion for design combines with a solid understanding of layout, typography, and core usage best practices. I am skilled in selecting images and illustrations that complement editorial content, as well as ensuring that the look of the publication is maintained consistently.

**Jüssi**

**Design Lead**

December 2023 - March 2024 (4 months)

São Paulo, Brasil

As the Design Lead on the Discovery B2B Store project for Mondelez, I spearheaded the design team at Jüssi, focusing on infusing innovation into B2B e-commerce solutions. My main gig was to decode complex client needs into sleek, user-friendly design strategies that not only looked cool but also boosted user engagement and streamlined the shopping experience for business clients.

**Key Responsibilities:**

- Led a kick-ass team of designers, guiding them from brainstorming sessions to final execution, ensuring our designs were not just good-looking but also functional and intuitive.
- Worked closely with Mondelez to get a deep understanding of their B2B needs, translating that into design innovations that set new benchmarks for e-commerce platforms.
- Managed the design process, from concept to delivery, ensuring all project milestones were hit faster than deadlines demanded.
- Fostered a culture of creativity and continuous improvement within the team, encouraging experimentation and the adoption of new design technologies and methodologies.
- Served as the main point of contact between the client and our agency, ensuring clear communication and alignment of project goals and expectations.

#### **Impacta Tecnologia**

Teacher

July 2020 - December 2023 (3 years 6 months)

São Paulo, SP, Brasil

I teach the fundamentals of design, including Interaction, Interfaces, Accessibility, Design System with a focus on Design Tokens, Design Semantics and Design Principles. Additionally, I cover the use of AI in Design and User Experience.

#### **Whirlpool Corporation**

UX Design Sr Manager/Agile Manager/Content Strategy Manager

March 2021 - October 2023 (2 years 8 months)

Sao Paulo, Brazil

During my time here, I promoted collaboration and innovation within the design team for optimal productivity and job satisfaction by guaranteeing the cultivation of a robust team culture. With this, I delivered clear design direction, elevated the team's performance, and fostered professional growth while crafting a dynamic career ladder. I also spearheaded and inspired a product-focused design team, pushing beyond boundaries to adapt and replicate industry best practices for a seamless digital experience cycle.

Some of my achievements are given below:

- Ensured measurable success and continuous improvement by overseeing formulation and implementation of key performance indicators (KPIs) for both product and design.
- Contributed to the expansion of the design team by driving comprehensive recruitment and training programs for new Designers.
- Enhanced overall product impact and success by emphasizing user-centric design principles through the execution of compelling product vision in collaboration with a dynamic team of Product Managers.
- Boosted Buying Intention by 10% through the development of Showcase Pages while overseeing a multidisciplinary team of 70+ designers and delivering value in agile team settings.
- Reduced Landing Page deployment timeline from 30 days to just 5 days and enhanced overall efficiency and productivity by establishing a streamlined Landing Page Design System.

**RD**

**Design Lead**

April 2020 - December 2020 (9 months)

São Paulo, SP, Brasil

- Championed creation and delivery of Pulso Design System 1.0 within 10 months for a major pharmaceutical corporation, transforming multibrand design delivery by consolidating it into a single white-label project.
- Drove a notable 12% reduction in design iteration time and enhanced design consistency across all product features by implementing a design system.

**Contractize**

**Head of Design & User Experience**

July 2016 - July 2020 (4 years 1 month)

Florida

As a part of this job role, I implemented a comprehensive design strategy aligned with the company's overall business objectives. Moreover, I led, mentored, and inspired a team of UX designers, fostering a culture of creativity, collaboration, and continuous improvement. Along with the above-mentioned duties, I defined and championed design vision for the company, ensuring consistent and delightful user experience across all products and platforms.

A section of my major contributions includes:

- Earned position among the top 20 emerging legal tech startups, as distinguished by AngelList in 2018, heightening industry recognition and increasing credibility.

- Obtained Beta Startup approval at the renowned 2018 Web Summit, propelling the company to the forefront of innovation and fostering valuable connections for potential collaborations and partnerships.

### Gympass

#### DesignOps Lead

August 2019 - April 2020 (9 months)

São Paulo e Região, Brasil

- Empowered design teams, elevated productivity and streamlined workflows by spearheading product enhancements and optimizing the efficiency and consistency of design operations.
- Spearheaded development of Yoga Design System 1.0, achieving successful implementation within an impressive 4-month timeframe.
- Enhanced design iteration processes and ensured coordination across global projects concurrently executed in Europe, North America, and Brazil by collaborating with Agile Coaches.

### Dasa

1 year 11 months

#### UX Strategy Lead

June 2018 - August 2019 (1 year 3 months)

São Paulo, São Paulo

During this tenure, I executed strategic design decisions about both core functionalities and innovative features, contributing to the product's overall success and user satisfaction. This was I, who diagnosed design challenges and formulated sophisticated solutions to elevate overall user experience and aesthetic appeal. It is important to highlight that, I ensured optimal digital product experiences by driving the realization of the client's product vision through thorough research, conceptualization, sketching, prototyping, and user-testing.

My key success in this role is as follows:

- Drove improvement in overall user satisfaction by leading strategic design decisions and user experience initiatives for systems, websites, and services.
- Increased project efficiency and creativity by pioneering a culture of innovation through the implementation of design thinking practices and nurturing agile culture within development teams.

### Senior UX Designer

October 2017 - June 2018 (9 months)

São Paulo, São Paulo

Outsourced by Ornito, interned at Dasa, to manage and build an agile team of UX, responding to all the projects and initiatives of the company.

Ornito  
Senior UX Designer  
August 2017 - June 2018 (11 months)  
Rua Verbo Divino, 1661

Working inside projects as UX Lead and providing better user experience and design thinking process to selected clients.

Whirlpool Corporation  
Senior UX Consultant  
November 2017 - March 2018 (5 months)  
São Paulo, São Paulo

Consultoria de UX para e-commerce.

Choco la Design  
2 years 5 months  
Editor  
May 2017 - January 2018 (9 months)  
Brazil

Write new editions of UX / UI and Design for Startups

Writer  
September 2015 - May 2017 (1 year 9 months)  
Writing Periodic UX / UI and Design Columns to Startups

Nextel Brasil  
Senior UX Designer  
August 2017 - October 2017 (3 months)  
São Paulo, São Paulo

Outsourced by Ornito, internalized at Nextel, to be an integral part of the UX team.

GTB  
Senior UX Consultant  
May 2017 - August 2017 (4 months)  
São Paulo, São Paulo

Consultoria de UX para produtos digitais.

Uxer - Consultoria de experiência do usuário

**Managing Director & UX Designer**  
January 2014 - July 2017 (3 years 7 months)  
São Paulo Area, Brazil

In this job role, I delivered inspirational leadership to cross-functional teams, fostering a culture of innovation, collaboration, and excellence. I also identified new opportunities, cultivated client relationships, and expanded service offerings to drive business growth. It is worth mentioning that, I directed the UX design process, from conceptualization to implementation, ensuring seamless and intuitive user experience across all projects.

Some of my accomplishments are given below:

- Established and led a consultancy agency specializing in user experience, integrating metrics, SEO projects, and digital content for applications and websites.
- Achieved measurable improvements in user engagement and satisfaction by providing services to a diverse client portfolio, including Whirlpool Corporation, Mastercard, Hospital Sírio-Libanês, Bradesco Financiamentos, and various startups.

**Mastercard**  
**Senior UX Consultant**  
August 2016 - January 2017 (6 months)

São Paulo, São Paulo

Consultoria de UX para produtos da empresa.

**Hospital Sírio-Libanês**  
**Senior UX Consultant**  
May 2016 - December 2016 (8 months)

São Paulo, São Paulo

UX Research atuando na construção de uma solução digital de atendimento.

**Bradesco Financiamentos**  
**UX Consultant**  
February 2015 - May 2015 (4 months)

São Paulo, São Paulo

Terceiro atuando no auxílio em pesquisa de produto para Financiamentos.

**Instituto Mindset**  
**UX Consultant**  
January 2014 - April 2014 (4 months)

Rua Lourenço Marques, 270

Consultant of Experience of the User to generate new contacts and to look for possible new clients, as well as consultant of the area of technology and development of new solutions of education.

**AGÊNCIA BR2 (Grupo BR2 Design)**

Diretor de criação

February 2013 - January 2014 (1 year)

Av. Aliança Liberal, 112, São Paulo, SP, Brasil

UX Designer responsible for online team

**iPicnic**

Designer de Interfaces

July 2012 - January 2013 (7 months)

Avenida Brigadeiro Luís Antônio, São Paulo

Design of apps and development of digital games for iOS and Web

**TV PinGuim**

Ilustrador

August 2011 - September 2012 (1 year 2 months)

Avenida Brigadeiro Luís Antonio

Work with a wide area of projects for Television and Cinema, receiving credits visible in newly published comics.

**Freelancer / Contractor / Consultant**

Designer Digital

March 2011 - September 2011 (7 months)

Editing, Handling and Mounting of Photos, Creation of Layouts and Visual Identity, along with Project Development.

**Sun House**

Designer Digital

November 2010 - March 2011 (5 months)

Folder Creation, Labels and Stickers, Photo Editing and Treatment. Furniture design projects

**Digital Brasil TV**

Designer Digital

August 2010 - October 2010 (3 months)

Creation of Covers and Label for DVD, Business Card, Banner for Website and others, production and creation of layouts for email marketing.

**McDonald's**

1 year 11 months

**Treinador**

June 2010 - September 2010 (4 months)

Taboão da Serra, São Paulo

Atendente com funções de treinar novos funcionários

**Atendente de restaurante**

November 2008 - June 2010 (1 year 8 months)

Taboão da Serra, São Paulo

Atendimento geral de restaurante

**Freelancer / Contractor / Consultant**

**Graphic Designer**

October 2004 - December 2008 (4 years 3 months)

Creation of Covers and Label for DVD, Business Card, Banner for Website and others, production and creation of layouts for email marketing.

**GGM Comunicações**

**Office boy**

June 2007 - October 2007 (5 months)

Office supplies, document delivery, stationery

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## **Education**

**Descomplica**

Master of Business Administration - MBA, Organizational Leadership · (March 2023)

**PUCRS - Pontifícia Universidade Católica do Rio Grande do Sul**

Postgraduate Degree, Gestão de Pessoas: Carreiras, Liderança e

Coaching · (2021 - 2022)

**Faculdade Impacta Tecnologia**

FIT, Design Digital · (2010 - 2012)

**Colégio Joana D'Arc**

2º Grau, Completo · (2006 - 2008)