

# Guilherme Cohen

Senior Product Designer | AI Products | Design Systems | UX Research

**Location:** Sao Paulo, SP, Brazil | **Phone:** +55 11 975509647 | **Email:** [guilhermecohen16@gmail.com](mailto:guilhermecohen16@gmail.com)  
**LinkedIn:** <https://www.linkedin.com/in/guilhermecohendesign/> | **Portfolio:** [www.guilhermecohen.com](http://www.guilhermecohen.com)

## SUMMARY

Senior Product Designer with 12 years of experience designing digital products across fintech, loyalty, AI tools, and enterprise SaaS platforms. I combine design expertise, strategic problem-solving, and strong communication and collaboration skills to create intuitive, user-centered experiences. I've led projects from concept to completion in agile, cross-functional teams, driving measurable impact such as a 15% increase in loyalty product subscribers and a 22% increase in active users for an internal AI tool.

## SKILLS

**Design:** Product Design, UX/UI Design, Design Systems, Prototyping.

**Research:** UX Research, Usability Testing, A/B Testing, Journey Mapping.

**Tools:** Figma, Miro, Maze, Jira, Mixpanel, Looker, Hotjar, Cursor, VS Code.

**AI:** Gemini Enterprise, Claude Code, Figma Make, AI-assisted prototyping.

## PROFESSIONAL EXPERIENCE

### Senior Product Designer

Arrive, Atlanta - US – Remote

01/2025 – 05/2026

- Worked as a sole Designer on Aria—an AI-powered internal tool that integrates data from multiple sources across the company.
- Led an end-to-end redesign of Aria using the Arrive Design System, designing 20+ custom components to ensure consistency, accessibility, and responsiveness across web and mobile, resulting in a 22% increase in active users in 5 months.
- Collaborated cross-functionally with Product, Engineering, and Data teams to solve complex problems and deliver solutions aligned with user needs and business goals, improving the user retention by approximately 10%.
- Designed, prototyped, and implemented a new Data Submission flow to address a key user pain point, improving data accuracy through employee-contributed and verified inputs and enabling more relevant AI responses.
- Created and launched a Slack-based feedback system for questions and bug reports, collecting 50+ user submissions and generating actionable insights for continuous improvement.
- Applied systems thinking to design the People Map experience, an organizational directory covering 4,000+ employees, enabling clear visibility into team structures and reporting lines.
- Designed and launched a gamification feature, leveraging AI-powered design tools and prototyping to increase user engagement and encourage employees to contribute feedback that improved data quality, generating ~100 feedback submissions.
- Conducted 10 usability testing sessions on the gamification solution, fostering empathy for users and a culture of feedback and collaboration. Insights from these sessions directly informed design improvements, enhancing usability and adoption.
- Led an AI tools and task inventory research initiative, gathering responses from 55 employees to identify common workflows and inform AI agent opportunities.
- Acted as Interim Product Manager for 2 months, partnering with the IT Director to lead delivery and prioritization.
- Integrated AI-powered design tools throughout the design process—from research synthesis to prototyping and content generation—accelerating workflows and improving iteration.
- Created a UX Research Assistant AI agent, reducing the time spent on research activities by 40%.

### Staff Product Designer

Livelo, Sao Paulo, BR – Hybrid

07/2021 – 01/2025

- Designed a new mobile subscription flow for Clube Livelo, a service that offers benefits such as earning monthly points and receiving discounts on various products, based on user research, data analysis, and the brand's Design System, increasing the Livelo app's sales share by 13% from June 2022 to June 2024
- Delivered a new landing page for Clube Livelo with a user-centered approach, collaborating with stakeholders to define business goals and conducting usability tests through A/B testing. This resulted in a 15% increase in Clube Livelo's subscribers in 2023.
- Led a team of 2 UX Designers, 1 Researcher, and 1 Writer to deliver intuitive, user-centered design solutions for travel products. The changes to the checkout flow resulted in a 5-point improvement in the transactional NPS for those journeys.

- Designed a new experience for the buying points journey, applying strategic product thinking to create a scalable and reusable component later adopted across 2 additional products. This enabled faster implementation, with all 3 products launched within 2 months.
- Redesigned the Turbo Livelo flow, enabling users to boost the points earned from previous transactions, resulting in a 76.5% increase in average points boosted and a 55.8% increase in average transaction value in Brazilian reais.
- Managed design sprints through structured sprint planning, improving team organization, delivery predictability, and overall process efficiency, increasing the number of deliveries per sprint by 25%.
- Collaborated with over 10 stakeholders across various roles, including PMs, POs, and Tech Leads, ensuring that user-centered decisions were aligned with business goals through clear communication, reducing design rework during implementation.

## Product Designer

Itaú, Sao Paulo - BR – Remote

10/2020 – 07/2021

- Worked with Itaú Latam, one of the largest banks in Latin America, on 8 different projects across Argentina, Uruguay, and Paraguay, ensuring consistency, collaboration, and effective communication between stakeholders.
- Designed over 120 mobile screens for Itaú's Paraguay Invest Experience, using leading market players as benchmarks and strategically optimizing screen content to improve usability, becoming the reference for the subsequent Itaú Invest App flow.
- Resolved a gap in Itaú Argentina's digital account opening journey by collaborating with the PM to identify a bottleneck that accounted for 58% of total refusals.
- Investigated 4 different Itaú Paraguay B2B account products using user research methods, including interviews with 7 customers to identify pain points.
- Built comprehensive user journey maps for 4 products, totaling over 50 steps, highlighting improvement opportunities from the user's perspective for stakeholders.

## Digital Planner

MM Events Group, BR – Hybrid

08/2019 – 10/2020

- Managed over 50 live marketing and corporate event projects for multinationals like Pfizer, Colgate, and Honda.
- Created strategic and creative proposal presentations, helping win agency pitches for events with over 1,000 attendees.

## Art Director

Cadaris Agency, BR – On-site

06/2014 – 08/2019

- Directed 100+ design deliveries across social media, advertisements, strategic presentations, websites, packaging, and email marketing, ensuring high visual quality and a user-centered approach that contributed to multiple agency pitch wins.
- Led and mentored a team of 5 designers, collaborating closely with writers, the creative director, and the agency owner to improve delivery quality and communication across projects.

## EDUCATION

### Bachelor's Degree in Design

ESPM (Superior School of Propaganda and Marketing) – Sao Paulo, Brazil

02/2012 - 06/2016

## CERTIFICATES/COURSES

Figma MCP to Cursor AI | AI First – AI Creative Builders, Remote

04/2026

AI for Designers, Interaction Design Foundation (IxDF) - Remote

04/2025

User Experience in Practice, Belas Artes University – Sao Paulo, Brazil

07/2019

## LANGUAGES

**Portuguese:** Native

**English:** Fluent (C2)