

# Guilherme Cohen

## Product Design

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[LinkedIn](#) | [Portfolio](#) (password: Portfolio2024)

Product Designer with 10 years of expertise in combining design knowledge with strong communication skills. Passionate about strategic problem-solving and crafting intuitive user-centered experiences. Proven ability to lead projects from concept to completion, aligning business goals with user needs, and collaborating in cross-functional teams using agile methods.

### AREAS OF EXPERTISE

- Prototyping
- Design Systems
- UX | UI Design
- Mobile product design
- Problem solving
- Usability testing
- User Research
- Agile methodologies
- Cross-functional teams
- Communication
- Strategic thinking
- English (C1)

### PROFESSIONAL EXPERIENCE

- Livelo** **Sao Paulo, Brazil**  
**Product Designer Specialist** *July 2021–Current (Hybrid)*
- Designed a new subscription flow for mobile devices for Clube Livelo, a service that offers benefits such as earning points monthly, receiving discounts on various products, and more, based on user research and data analysis, and using the brand's Design System, increasing 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.
  - Conducted over 10 usability testing sessions for the new Clube Livelo subscription flow for mobile devices. The SUM score was 76.7%, demonstrating that the experience is satisfactory and intuitive.
  - Managed a team of 3 Product Designers, conducting Design Sprints through organized sprint planning, ensuring high-quality and timely deliveries. The team achieved between 6 and 8 deliveries per sprint.
  - Created a new experience for the buying points journey, using strategic thinking and strong design practices. Remote usability tests resulted in a satisfaction rating of 4.5 out of 5.
  - Collaborated with over 10 stakeholders across various roles, including PMs, POs, Tech Leads, and others, ensuring that user-centered decisions were aligned with business goals, leveraging communication skills.

- Gauge** **Sao Paulo, Brazil**  
**Product Designer** *October 2020–July 2021 (Remote)*
- 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 significant market players as a reference and strategically optimizing screen content to improve usability, setting the standard 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 focused on the user's perspective to stakeholders.

- MM Events Group** **Sao Paulo, Brazil**  
**Digital Designer and Planner** *August 2019–October 2020 (Hybrid)*
- Managed over 50 live marketing and corporate event projects for multinationals like Pfizer, Colgate, and Honda.
  - Created strategic presentations covering production and creative proposals, collaborating across teams, and using adaptability to quickly understand technical event knowledge.
  - Won agency pitches with strategic presentations, leading to events for over 1,000 attendees.
  - Designed over 60 key visuals and assets for events and webinars, improving the visual design quality of proposals.

- Cadaris Agency** **Sao Paulo, Brazil**  
**Art Director** *June 2014–August 2019 (Onsite)*
- Directed over 100 deliveries, including social media arts, advertisements, strategic presentations, websites, packaging design, and email marketing. Consistently ensured high visual design quality and a user-centered approach, leading to many agency pitch wins for events and brand creation.
  - Led 5 designers, mentoring them to ensure high-quality deliveries while enhancing their skills.
  - Collaborated with writers, creative director, and agency owner, practicing and improving communication abilities.

### EDUCATION

**ESPM (Superior School of Propaganda and Marketing),** **Sao Paulo, Brazil**  
Bachelor's Degree in Design

**Belas Artes University** **Sao Paulo, Brazil**  
Specialization Course - User Experience in Practice

### ADDITIONAL SKILLS & INTERESTS

**Skills:** Figma, Wireframing and prototyping, Adaptability, Strategic thinking, Continuous learning, Self-manageable, Leadership

**Interests:** Rock music, Singing, Playing guitar, Sports, Bars and restaurants, Movies and series.