



# Luis Guilherme

Senior Product Designer

Product Designer with 12+ years building and scaling digital products where trust, payments, and platform complexity matter. I work across the full product lifecycle, from defining strategy to shipping production systems with a strong focus on clarity, risk reduction, and decision-making. Recently integrating AI into my workflow to speed up iteration, support product thinking, and prototype ideas faster without compromising quality.

## PORTFOLIO

[luigidesign.com](https://luigidesign.com)

## CONTACT

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## EDUCATION

🎓 Bachelor's Degree in  
Communication Design

## LANGUAGES

🇵🇹 Portuguese (Native)  
🇬🇧 English - Professional  
🇪🇸 Spanish- Intermediate

## EXPERIENCE

### Senior Product Designer

Aptoide Connect - May 2021 - Jan 2026

- Led end-to-end redesign of a multi-sided platform (developers, partners)
- Simplified complex distribution flows across multiple regions
- Designed centralized analytics for global app releases
- Used AI tools to accelerate design iterations and decision-making

### Senior Product Designer

AppCoins Wallet - Sep 2017 - May 2021

- Designed payment and wallet flows for non-technical users
- Simplified blockchain complexity into clear UX
- Focused on trust, clarity, and error prevention

### Principal Designer

Aptoide App Store - Jan 2014 - Sep 2017

- First designer, led product design across app, web, and TV
- Defined visual identity and product direction
- Worked closely with founders and engineering

### Web Designer

Digitalworks - Junho 2011 - Jan 2014

- Designed websites and campaigns for major brands

## CORE STRENGTHS

### Product Thinking

- End-to-end product design (0 → 1 and scale)
- Complex flows (payments, distribution, internal tools)
- Reducing friction in high-risk user journeys

### Systems & Execution

- Design systems at scale (multi-product environments)
- UX architecture for complex platforms
- Interaction and motion for clarity, not decoration

### AI-Driven Workflows

- Uses AI tools to accelerate exploration and prototyping
- Builds structured prompts to support product thinking
- Integrates AI into design workflows to reduce iteration time
- Applies AI in coding, content generation, and validation loops

### Collaboration

- Strong alignment with PMs and engineers
- Drives decisions, not just screens

## TECHNICAL STACK

- Figma
- Gemini
- Jira
- Midjourney
- Creative Cloud
- Hotjar
- Claude
- Mixpanel
- ChatGPT
- Github