

Guilherme Fernandes

Senior Product Designer

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Summary

Human-centered designer with 5+ years of experience working in global agile teams and building digital products with intent. With a MSc in Psychology, research and product management background, I'm a passionate problem solver, dedicated to deriving user and business needs from research and data, striving to understand people and explore how products can make their lives better.

Experience

Senior Product Designer · CSG International

Jan 2026 – Present

Remote / Colorado, U.S.A.

- Lead product designer of a global travel eSIM product.
- Align design strategy with business KPIs to deliver fast, measurable impact, while creating clarity in chaos through clear processes and strong collaboration.

Product and UX Strategy · DesignOps · User Research · Usability Testing · User Flows · Design System · Scrum

Senior Product Designer · Yonderland

Jul 2024 – Dec 2025

Remote / Belgium

- Lead product designer of an internal tool called Service Hub, which acts as a Logistics and Collaboration tool that supports the registration and tracking of services offered by Business Units in Belgium, Netherlands and UK.
- This application includes the ability to handle logistical and administrative processes of services, such as technical repairs, second-chance and warranty processes, connecting several flows and users (from store, warehouse, repair departments, aftersales experts, financial departments, customers to suppliers) for all 275 physical stores of Yonderland's multiple brands.
- Identified design and business opportunities, defining user needs and delivering innovative, user-centered design solutions to drive business outcomes for internal tools and consumer-facing web experiences (desktop, mobile and others).

User Research · Workshops · Usability Testing · User Flows · User Journeys · Design System · A/B Testing · Scrum

Product Designer · Buildium (RealPage)

Oct 2023 – Jul 2024

Remote / Boston, U.S.A.

- As design owner of Buildium's upmarket segment, solved complex tasks about accounting for property management, while collaborating closely with teams of Designers, UX Researchers, Product Managers, Engineers and other stakeholders.
- Transformed JTBD into intuitive, accessible and easy to use solutions for thousands of users, continually developing best practices for ensuring a consistently high level of quality, while ensuring scalable and cohesive solutions.

User Research · Workshops · Usability Testing · User Flows · User Journeys · Design System · JTBD · Scrum

Product Designer · OLX (Naspers / Prosus)

Oct 2022 – Oct 2023

Remote / Netherlands

- Led product design initiatives in scrum teams for multiple strategic initiatives on some of the most established European real estate platforms, like Otodom (Poland), Storia (Romania) and Imovirtual (Portugal), collaborating cross-functionally with design, product, research, engineering, content, and business teams.
- Successfully revamped the payments experience for OLX Real Estate platforms, resulting in a 267% increase in debt collection within just one month after rolling out the new solution.

User Research · Workshops · Usability Testing · User Flows · A/B Testing · Data-Driven Decision Making · Scrum

Product Designer · Universo (Sonae)

Mar 2021 – Oct 2022

Remote / Maia, Portugal

- Reshaped myself from Product Manager to leading the UX/UI design process of Universo, shipping multiple web and mobile fintech solutions, including: 1) remote onboarding feature, 2) full BNPL solution, 3) full revamp of an in-store credit solution, 4) several client self-service features, 5) internal tool features.
- Crafted and shipped a new in-store credit solution, achieving a +45% conversion rate within just 3 months.
- Implemented design thinking and UX methods in the development process, while promoting a user-centered design culture.

User Research · Workshops · Data Analysis · User Flows · Design Thinking

Product Manager · Universo (Sonae)

May 2020 – Mar 2021

Remote / Maia, Portugal

- Responsible for the digital product vision, strategy and development, based on market analysis, customer needs and business goals, collaborating cross-functionally, by planning and coordinating activities for successful product releases.
- Monitored KPIs and product performance, identifying opportunities for improvement and aligning roadmap with business goals.

Product Strategy · Data Analysis · Market Research · UX Optimization · Roadmap Planning · Stakeholder Alignment

Co-Founder · HostLabs

Nov 2018 – Apr 2020

Porto, Portugal

- Full Hospitality Service (Software, Web Design and Digital Marketing) aiming to democratize tools for streamlining operations and increase reservations, simplifying daily tasks while reducing seasonality and dependency on OTAs.

Digital Marketing & Growth · oko

Jan 2018 – Nov 2018

Porto, Portugal

- Responsible for the development of a B2B pipeline in order to convert new leads.

Web Development · Data Analysis · SEO Optimisation · A/B Testing · Email Marketing · Conversion Rate Optimisation

Education

MSc Social, Industrial and Organizational Psychology

2012 – 2017

FPCEUP, University of Porto, Porto

User Experience Design Advanced

2021 – 2022

EDIT. Disruptive Digital Education, Porto

Data-Driven Marketing & Analytics

2018

EDIT. Disruptive Digital Education, Porto

Certificates

Usability and User Experience applied to Digital Products with Artificial Intelligence uiux.pt

Startup School Graduate Y Combinator

Startup Voucher Graduate IAPMEI

Digital Product Management: Modern Fundamentals University of Virginia Darden School of Business

English Certificate: C2 Proficient EF SET

Skills

Design	Pen & Paper, Wireframing, Prototyping, Information Architecture, Diagramming, Journey Mapping, Design Systems
Research	Scientific Method, Data Analysis, User Research, User Testing, Market Research, Competitive Analysis, Usability Testing, A/B Testing, Surveys, Interviews, Workshops, Affinity Diagramming, Hypothesis Validation
Collaboration	Meetings and Workshops Facilitation, Close PM, Engineers and Stakeholders Cooperation, Project Management, Complex Stakeholder Alignment, Translating Requirements, Advocating for a User-Centered Design Culture
Technical	Figma, Adobe XD, Adobe CC, Jira, Confluence, Miro, FigJam, Maze, Notion, Phrase, Excel, Google Analytics, Heap, HubSpot, Frontend Frameworks, Webflow, HTML/CSS, JSON, SQL and APIs literacy, Claude, Lovable, Vibe coding