

Gui Webster

Full-stack product designer with 20+ years of hands-on experience.

Focused on Digital UX/UI since 2017. Prior to that has been in Industrial Design and other areas.

A broad generalist covering end-to-end product development based on three fundamental pillars:

→ **Research, Strategy & Craft.**

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Odense, Denmark

EXPERIENCE

2022 – 2025 • Odense, Denmark

Senior Digital Product Designer • Universal Robots

Led the redesign of the company's customer portal, improving its usability and implementing UR's Design System. Performed Discovery Research, User Tests and guided less experienced designers. Worked in Product-Trio setups and helped to implement a Dual-Track Agile process within the team. Redesigned User Account Creation, increasing conversions and reducing drop-out.

2021 • Odense, Denmark

Lead / Head Product Designer • Encodify A/S

Main responsible for the product experience of a complex SaaS platform with over 60.000 users worldwide, leading a small team with two other designers. Introduced Research and User Testing rounds in release cycles and coordinated UX processes, timelines and roadmaps.

2019 – 2021 • Odense, Denmark

Lead Product Designer • Maturix A/S

Designed the company's new flagship product from inception to market launch and helped to manage initial manufacturing. Also created supporting materials such as packaging and manuals.

2017 – 2018 • Estância Velha, Brazil

UX/UI Designer • Digital Business / OSF Digital Brazil

Worked on a fast-paced environment of a Digital Agency, designing for major clients across LatAm and also in Staff Augmentation initiatives. Among others, created a full mobile experience for a digital bank and a project that resulted in a €35K contract with one of the largest hospitals in Brazil.

2015 – 2018 • Novo hambrugo, Brazil

Graphic Design Consultant • Instituto ByBrasil / SEBRAE

2015 – 2017 • Porto Alegre, Brazil

Co-founder partner • Peculiar Design Studio

2014 – 2016 • Porto Alegre, Brazil

Design Teacher / Instructor • 4ED Design School

2008 – 2015 • Porto Alegre, Brazil

Senior Industrial Designer • Victum Group

2007 – 2008 • Porto Alegre, Brazil

Industrial Designer • Zon Design

2003 – 2006 • Sapiranga, Brazil

Industrial Designer • Paquetá Shoes

2002 – 2003 • Porto Alegre, Brazil

Junior Industrial Designer • Victum Group

EDUCATION

M.Eng. Product Dev. & Innovation

University of Southern Denmark

Odense, Denmark

MBA Project Management

LaSalle Business University

Canoas, Brazil

BSc. Product Design

Federal University of RS

Porto Alegre, Brazil

Tech. Ed. Plastics Technology

Federal Institute of Science

Sapucaia do Sul, Brazil

LANGUAGES

English Fluent

Spanish Fluent

Portuguese Fluent

Italian Intermediary

HTML / CSS Intermediary

SOFTWARES

Digital UX/UI

Figma • Axure RP • Sketch app

Insights

UserTesting • EnjoyHQ

Quant-UX • Maze

Product Management

Productboard • Pendo

Adobe Suite

Photoshop • Illustrator