Gui Webster

Full-stack product designer with hands-on experience in varied digital artifacts.
Focused on UX/UI since 2017, with a wide background in other design disciplines.
Business-oriented and data-driven creative professional grounded on three pillars:
research, strategy and craft.

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Odense, Denmark

Competences

UX/UI ▪ User Research ▪ Design Strategy ▪ Project Management ▪ Mentoring ▪ Design Systems ▪ Agile

Experience

2022 – 2025
Odense, Denmark

Senior Digital Product Designer ▪ Universal Robots A/S
Led the Customer Portal redesign, expanding UR's Design System beyond the website.
Mentored other designers and conducted knowledge sharing sessions within the team.
Redesigned UR's user account creation, increasing conversions and reducing drop-out..

2021 – 2021
Odense, Denmark

Lead / Head Product Designer ▪ Encodify A/S
Responsible for the product experience of a B2B SaaS platform with over 60K global
users, leading a small team with two other designers. Built UX & Research foundations
from the ground up and implemented research-driven improvements to the product's UI.

2019 – 2021
Odense, Denmark

Lead Product Designer ▪ Maturix A/S
Led industrial design of a new flagship product and a concept for full software redesign.

2017 – 2018
Estância Velha, Brazil

UX/UI Designer ▪ Digital Business / OSF Digital Brazil
Created the full mobile app experience of a brand new digital bank and a winning
proposal that led to two €35K projects with one of the largest health institutions in Brazil.

2015 – 2018
Novo Hamburgo, Brazil

Graphic Design Consultant ▪ Instituto ByBrasil / SEBRAE
Helped SME's to develop and implement their brand identities and visual materials.

2015 – 2017
Porto Alegre, Brazil

Co-founder partner ▪ Peculiar Design Studio
Experience as an entrepreneur, providing services in Strategic Design & Research.

2015 – 2016
Porto Alegre, Brazil

Design Teacher / Instructor ▪ 4ED Design School
Taught practical & theoretical courses such as Design Thinking, CAD and Design History.

2008 – 2015
Porto Alegre, Brazil

Senior Industrial Designer ▪ Victum Group
Designed a large variety of technical products such as medical and electronic devices.

2002 – 2007
Southern Brazil

Junior and Mid-Industrial Designer ▪ (Varied companies)
Started as a trainee in a small shoes design studio, moved to a large shoes factory with
over 4K employees and later worked with diverse household (physical) products.

Education

Syddansk Universitet
Odense, Denmark

M. Eng. ▪ **Product Development & Innovation**
Graduated with final maximum grade: 12

LaSalle Business University
Canoas, Brazil

MBA ▪ **Project Management**
Final grade 9.5 out of 10 – thesis focused on Stakeholder Management

Universidade Federal do RS
Porto Alegre, Brazil

B. Sc. ▪ **Product Design**
Rated Best Design Programme in Brazil for several years; last in 2023

Languages

Fluent:	**English** ▪ **Spanish** ▪ **Portuguese**
Intermediary:	**Italian** ▪ **HTML** ▪ **CSS**
Beginner:	**Danish** ▪ **JavaScript**

Softwares

Digital UX/UI	**Figma** ▪ **Axure RP** ▪ **Skecth App**
User Insights	**UserTesting** ▪ **EnjoyHQ** ▪ **Maze**
Other	**Miro** ▪ **Jira** ▪ **Adobe suite**

Interpersonal skills

Team player   I'm good at collaborating cross-functionally and building relations with varied stakeholders.

Analytical mindset   Although highly creative, I'm a structured thinker: organized and systematic on my tasks.

Adaptable   I'm great at planning, but plans change (often!). I'm flexible and adjust rapidly to new goals.

Proactive   I usually take the initiative, can work without supervision and lead others on the way.

Ambitious   I strive for the highest possible quality, but always considering the given constraints.

Risk tolerant   I'm comfortable navigating ambiguity, willing to make mistakes and learn from them.

Problem-solver   I'm curious, detail-oriented and I'm glad to explore new possibilities whenever needed.

Good communicator / presenter   With previous experience as a teacher and consultant, I have a strong rhetorical ability to convey ideas verbally, in writing or visually – whether to my peers or to senior management.

Testimonials   Read more on LinkedIn ➔

Alexander Madsen
Lead UX Architect ▪ Universal Robots

*" Gui has an outstanding UX skill set, complemented by a strong talent for UI design. His **expertise extends beyond visuals** – he also has a deep understanding of overall architecture, ensuring seamless and well-structured experiences."*

Döne Kökten
UX Designer ▪ Universal Robots

*" I had the pleasure of being mentored by Gui throughout our collaboration. Gui is highly skilled in **management, research, and design**. He also has a strong understanding of strategic aspects and provides constructive feedback effectively."*

Bianca Giordani
Product Designer ▪ Encodify

*" Gui is not only a **meticulous designer** but he was also a remarkable mentor to me during his time at Encodify. Furthermore, he led the development of design best practices that continue to benefit the team long after his tenure."*