

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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 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 <u>Customer Portal redesign</u> , expanding UR's Design System beyond the website. Mentored other designers and conducted knowledge sharing sessions within the team. Redesigned UR's <u>user account creation</u> , increasing conversions and reducing drop-off.
2021 – 2021 Odense, Denmark	Lead / Head Product Designer ■ Encodify A/S Responsible for the <u>product experience of a B2B SaaS platform</u> 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 <u>full mobile app experience</u> 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

Federal University of 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 ■ Skeetch 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 an educator 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.”*